

7. BUILT HERITAGE

Introduction

- 7.1. This chapter of the ES has been prepared by KMHeritage and considers the likely significant effects of the Development on built heritage. The assessment considers direct effects on the significance of individual built heritage assets within the surrounding study area (including World Heritage Sites, Statutorily Listed Buildings, Conservation Areas, Registered Parks and Gardens, and Locally Listed Buildings), as well as indirect effects through change in their settings. For the purposes of this assessment, the term 'built' heritage refers to above-ground heritage assets only.
- 7.2. The chapter provides a description of the methods used to conduct the assessment, the relevant baseline conditions of the Site and its surroundings, and an assessment of the potential impacts and likely significant effects of the Development with respect to built heritage associated with the demolition and construction stage and completed development/operational stage of the Development. Additional mitigation measures are identified, where appropriate, to avoid, reduce or offset any adverse effects identified. The nature and scale of any residual or cumulative effects are also described.
- 7.3. This chapter is supported by Appendix 7.1: Heritage Statement. A full description of the Site and the Development is provided in ES Chapter 3 Site and Development Description.

Policy Context

National Planning Policy *National Planning Policy Framework (NPPF)*¹

- 7.4. Section 16 of the revised NPPF deals with conserving and enhancing the historic environment, in paragraphs 184 to 202. The NPPF places much emphasis on heritage "significance", which it defines in Annex 2 as:

"The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting."

- 7.5. Paragraph 189 of the NPPF requires applicants to describe the significance of any heritage assets affected by a proposal, including the contribution of their setting, to a proportionate level of detail. Paragraph 190 requires essentially the same from local planning authorities:

to identify and assess the “particular significance” of any heritage asset. The significance of the heritage asset should be taken as the benchmark against which the effects of a proposal are to be assessed.

- 7.6. Paragraph 193 applies specifically to designated heritage assets, such as listed buildings and conservation areas. It states that great weight should be given to the conservation of designated heritage assets (including listed buildings, scheduled monuments and conservation areas) and it propagates a proportionate approach (i.e. the more important the asset, the greater the weight attached to its conservation).
- 7.7. Paragraph 195 then deals with substantial harm to, or total loss of significance, of a designated heritage asset, because of the nature of the significance of the heritage assets in question, and the nature of the proposed development, in the context of the baseline conditions. The Planning Practice Guidance (PPG) notably sets a high threshold for substantial harm. Paragraph 196 of the NPPF, on the other hand, deals with less than substantial harm. Harm in this category should be weighed against the public benefits of the proposal. The PPG describes public benefits as “*anything that delivers economic, social or environmental progress*”.
- 7.8. According to paragraph 200, local planning authorities should look for opportunities for new development in world heritage sites and in the setting of heritage assets to enhance or better reveal their significance. It is stated that “*proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal the significance) should be treated favourably*”.
- 7.9. Paragraph 201 deals with a proportionate approach to the loss of buildings (or other elements) which make a positive contribution to the significance of a conservation area or World Heritage Site, but it recognises from the outset that not all elements of a conservation area will necessarily contribute to its significance. The same principle can be applied to the setting of a listed building, whereby not all elements will necessarily be positive, or make equally important contributions.
- 7.10. It is worth noting the definition of “conservation” (for heritage policy) in Annex 2 of the NPPF:

“The process of maintaining and managing change to a heritage asset in a way that sustains and, where appropriate, enhances its significance.”

- 7.11. This is not a reactive approach to resist change. Instead it represents a recognition that places will continue to evolve and change over time, and that the evolution of the historic environment must be part of this on-going process.

[Planning Practice Guidanceⁱ](#)

- 7.12. Guidance has been adopted to support the NPPF. It reiterates that conservation of heritage assets in a manner appropriate to their significance is a core planning principle. It states that conservation is an active process of maintenance and managing change that requires a flexible and thoughtful approach, and further that neglect and decay of heritage assets is best addressed through ensuring that they remain in active use that is consistent with their conservation. Where complete or partial loss of a heritage asset is justified, the aim should then be to capture and record the evidence of the asset's significance and make the interpretation publicly available.
- 7.13. Key elements of the guidance relate to assessing harm. An important consideration should be whether the proposed works adversely affect a key element of the heritage asset's special architectural or historic merit. It is the degree of harm rather than the scale of development that is to be assessed. Substantial harm is stated to be a high test, so it may not arise in many cases. Whether a proposal causes substantial harm will be a judgment for the decision taker, having regard to the circumstances of the case and the NPPF.
- 7.14. Harm may arise from works to the heritage asset or from development within its setting. Setting is stated to include the surroundings in which a heritage asset is experienced and may be more extensive than its curtilage. A thorough assessment of the impact on setting needs to take into account, and be proportionate to, the significance of the heritage asset and the degree to which proposed changes enhance or detract from that significance and the ability to appreciate it.

[Regional Planning Policy](#)

[*The London Plan: Intend to Publish London Plan 2019ⁱⁱⁱ*](#)

- 7.15. A draft new London Plan was published by the Mayor for consultation in December 2017. The Examination in Public was held between 15th January and 22nd May 2019 and the Panel of Inspectors appointed by the Secretary of State issued their report and recommendations to the Mayor on 8th October 2019. The Mayor published the 'Intend to publish' version of the new London Plan on 9th December 2019. The timetable for implementation is now to publish

the final London Plan in Summer 2020. The current London Plan (2016)^{iv} is still the adopted development plan, but the new London Plan is a material consideration in planning decisions.

- 7.16. Chapter 7 'Heritage and Culture' of the 'intend to publish' version of the new London Plan expands upon the policies of the 2016 plan. It defines 'Heritage significance' (para 7.1.7) as:

'the archaeological, architectural, artistic or historic interest of a heritage asset. This may be represented in many ways, in an asset's visual attributes, such as - form, scale, materials, and architectural detail, design and setting, as well as through historic associations between people and a place, and, where relevant, the historic relationships between heritage assets.'

- 7.17. Policy HC1 'Heritage Conservation and Growth' states that:

'development that affects the settings of heritage assets and their settings should respond positively to the assets' significance, local context and character, and to protect the contribution that settings make to the assets' significance. In particular, consideration will need to be given to mitigating impacts from development that is not sympathetic in terms of scale, materials, details and form.'

- 7.18. Policy HC2 'World Heritage Sites' advises that:

'development proposals in World Heritage Sites and their settings, including any buffer zones, should conserve, promote and enhance their Outstanding Universal Value'.

- 7.19. Policy HC3 'Strategic and Local Views' and Policy HC4 'London View Management Framework' describe how the Mayor has designated a list of Strategic Views that will be kept under review and requires that development proposals must be assessed for their impact on a designated view if they fall within the foreground, middle ground or background of that view.

Local Planning Policy

Hounslow Local Plan^v

- 7.20. The Hounslow Local Plan was adopted on 15th September 2015 by the London Borough of Hounslow (LBH). Until 2030, it will form part of the planning framework of the borough.

- 7.21. Policy CC4 'Heritage' states that the Council:

'Will identify, conserve and take opportunities to enhance the significance of the borough's heritage assets as a positive means of supporting an area's distinctive character and sense of history.'

7.22. Actions to be taken by the Council to fulfil these aims include: collating a borough-wide Heritage Strategy in order to formulate long-term conservation and enhancement of the borough's network of designated and non-designated heritage assets and their settings, identifying new assets where appropriate and promoting heritage-led regeneration, particularly where this brings long term value and sense of place to development, such as in town centres and along the Golden Mile.

7.23. The Council will expect development proposals to:

(i) Conserve and take opportunities to enhance any heritage asset and its setting in a manner appropriate to its significance;

(j) Retain, conserve and reuse a heritage asset in a manner appropriate to its value and significance;

(k) Demonstrate that substantial harm to or loss of a heritage asset is avoided, unless exceptional circumstances can be demonstrated, consistent with the NPPF;

(l) Demonstrate that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset (see Glossary), this harm will be outweighed by the public benefits of the proposal, including securing its optimum viable use; or

(m) Have regard to any harm to, or loss of, the significance of a non-designated heritage asset, including from both direct and indirect effects. Non-designated heritage assets include locally listed buildings, Archaeological Priority Areas and areas of special local character;

(o) Any development within or affecting a Conservation Area must conserve and take opportunities to enhance the character of the area, and respect the grain, scale, form, proportions and materials of the surrounding area and existing architecture;

(q) Conserve and enhance the internationally recognised Outstanding Universal Value of the Royal Botanic Gardens Kew World Heritage Site, its buffer zone and its setting, including views to and from the site;

(r) and (t) Submit an Archaeological Evaluation Report if the proposal falls within or adjacent to an Archaeological Priority Area; require any nationally important remains and their settings to be preserved permanently in situ;

(v) Conserve and enhance any strategic or local views identified in the Urban Context and Character Study and undertake a visual impact assessment to demonstrate no adverse impacts on the designated view or on views from Royal Botanic Gardens Kew World Heritage Site.

Great West Corridor Local Plan Review^{vi}

- 7.24. LBH is undergoing a Local Plan review for the Great West Corridor which is intended to transform the Opportunity Area and deliver much needed jobs and homes. These plans set out the Council's vision and opportunities for good growth over the next 15 years^{vii}. The ambition is to adopt the plan by early 2021.
- 7.25. The Local Plan review for the Great West Corridor deals with 'Design and Heritage' at GWC5. It reiterates the Heritage policies of the current Local Plan in the context of the unique environment of the Great West Road recognising in Strategic Objective 12, the need:

"To protect and make the most of our unique heritage and historic environment, while encouraging innovations in building technology and improving sense of place."

- 7.26. The GWC Masterplan and Capacity Study (2019)^{viii} touches upon local heritage assets and sensitive views (Section 2.4).

Legislation

The Planning (Listed Buildings and Conservation Areas) Act 1990^{ix}

- 7.27. The legislation governing listed buildings and conservation areas is the Planning (Listed Buildings and Conservation Areas) Act 1990 ('the Act'). Section 66(1) of the Act requires decision makers to '*have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses*' when determining applications which affect a listed building or its setting. Section 72(1) of the Act requires decision makers with respect to any buildings or other land in a conservation area to pay '*special attention... to the desirability of preserving or enhancing the character or appearance of that area*'.

Assessment Methodology

Definitions

- 7.28. 'Heritage assets' are as defined by the NPPF. Designated heritage assets include World Heritage Sites, Listed Buildings, Conservation Areas, Scheduled Ancient Monuments and Registered Landscapes. Locally Listed Buildings are 'non-designated heritage assets'. Historic environment and planning legislation identifies the significance of designated heritage assets and the contribution that setting makes to that significance. Setting is not a heritage asset

and not a heritage designation. Its importance lies in what it may, or may not, contribute to the significance of a heritage asset. Accordingly, this assessment considers both likely direct (on the assets) and indirect (on the settings and views/visual appearance of the assets) impacts and effects. In this document Heritage Assets are also referred to as 'receptors'.

7.29. The term 'significance' is defined in the NPPF as: *'the value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting'*. Historic England's advice note 'Managing Significance in Decision-taking in the Historic Environment' provides an alternative definition as *'the sum of its architectural, historic, artistic or archaeological interest'*^x.

General

7.30. There is no published guidance for built heritage assessment in Environmental Impact Assessment (EIA). Accordingly, the assessment has been informed by the policy context as described in the preceding section as well as the following specialist guidance:

- Conservation principles, policies and guidance for the sustainable management of the historic environment, Historic England, 2008^{xi};
- Good practice advice in planning note: managing significance in decision-taking in the historic environment (GPA 2), Historic England, 2015^{xii};
- Good practice advice in planning: the setting of heritage assets (GPA 3), Historic England, 2017^{xiii};
- Guidelines for landscape and visual impact assessment (GLVIA), Landscape Institute and Institute of Environmental Management and Assessment (2013)^{xiv};
- London view management framework supplementary planning guidance (LVMF SPG), Greater London Authority, 2012^{xv};
- Planning practice guidance: historic environment, Ministry of Housing, Communities and Local Government, July 2019^{xvi};
- Principles of selection for listing buildings, Department for Digital, Culture, Media and Sport, 2018^{xvii}; and
- Tall buildings: Historic England Advice Note 4, Historic England, 2015^{xviii}.

7.31. This assessment is focussed upon the nature and degree of the impact of the Development on the heritage significance (as defined by Historic England's 'Conservation Principles' and the NPPF) of the heritage assets identified by this chapter, with particular emphasis on the effect on their setting as a component of heritage significance. Heritage assets vary in their

sensitivity depending on their levels of heritage significance and their proximity to the Site and to the Development.

- 7.32. Townscape and visual and built heritage assessments are separate, although linked, procedures. The townscape and visual baseline analysis contributes to the scope of the built heritage assessment and built heritage assets contribute to the character and appearance of the townscape character and representative views. The townscape and visual assessment in turn contributes to the understanding of likely significant effects on the settings of built heritage assets. See Chapter 8 Townscape and Visual of this ES for more information on this assessment.
- 7.33. The methodology for assessing the effects of the Development upon heritage assets is to (i) define an appropriate study area, (ii) identify relevant heritage assets within that area and (iii) measure the effect of the Development upon these assets using criteria contained in legislation and national and local policy and guidance relating to the historic built environment.

Study area and scope

- 7.34. The area of existing context likely to be affected by the Development varies with the scale and alignment of the existing context, and the scale and massing of the Development. For example, where streets align with the Site or the Site is seen across open space this can extend the zone of influence in certain areas.
- 7.35. Based on initial visual impact testing, the study area for the townscape and visual impact assessment ('TVIA') covers an area approximately 1km in radius from the Site boundary, although this is extended where required to include the relevant long-distance views as agreed with LBH. These views are assessed in Chapter 8 Townscape and Visual Effects.
- 7.36. A 1km zone of visual influence ('ZVI') is considered appropriate given the vertical scale of the Development and its potential visibility. The ZVI study area has served to identify the heritage assets which would potentially experience inter-visibility with the Development in order to determine where the effects on heritage assets and their setting are most likely to be experienced. This radius is treated flexibly to include, for instance, the full extent of a Conservation Area or a heritage asset that may fall just outside that radius. It should be noted that this approximate zone of potential influence of the Development on heritage assets has been assumed as the worst-case maximum likely zone of potential impact, not as the actual extent of likely impacts.

Temporal scope

7.37. The assessment has considered impacts arising during the demolition and construction phase of the Development which is expected to be temporary and short to medium-term (approximately 5 years) in nature (2021 to 2026) (refer to ES Chapter 5) and from the completed Development which would be expected to be permanent and long-term in nature (i.e. more than 10 years). Assessment has been undertaken against existing baseline conditions.

Baseline characterisation

7.38. A baseline assessment of the historic environment and its context was undertaken in order to identify heritage assets within the study area. The assessment was informed by discussions with LBH concerning local townscape and heritage character and the relationship of the Site to its surroundings (refer to ES Chapter 2). In addition, a walkover was undertaken of the Site (October 2019) and surrounding designated areas.

7.39. Data was obtained from the following sources:

- Historic Environment Records and National Heritage List for England;
- Historic maps including Ordnance Survey maps;
- Archives and repositories including the London Metropolitan Archives; and
- A range of secondary printed sources.

7.40. The findings of this detailed study can be found within the Heritage Statement (Appendix 7.1).

Consultation

7.41. An EIA Scoping Report was submitted to the LBH in July 2019 in support of a request for a formal EIA Scoping Opinion (provided in Appendix 2.1). The LBH issued an EIA Scoping Opinion in September 2019 (Appendix 2.4).

7.42. The proposed scope for Built Heritage was generally agreed through the Scoping process, subject to a detailed explanation of the methodology used to produce any visual representations of the Development within the townscape and setting of heritage assets. In addition, it was recommended that the heritage significance of the Homebase building

currently on the Site, in particular its architectural interest or otherwise, was addressed. These have been addressed in-depth in the Heritage Statement (Appendix 7.1).

- 7.43. Pre-application consultation took place on 17 February 2020 with Historic England Inspector of Historic Buildings and Areas, Alexander Bowring. The written response from HE (20 May 2020) (Appendix 7.2) recommended further analysis of how the setting of Syon Park and House contributes to their significance in order to better understand “the impact of proposals”; and that additional “kinetic” views from within Syon Park as well as view from Kew, the River Thames and the riverside tow path should be considered in order to further assess the potential harm to significance. This has been addressed in-depth in the Heritage Statement (Appendix 7.1). Visual analysis is included in Chapter 8: Townscape and Visual Effects. This work has informed the assessment below.

Assessing Impact

- 7.44. The built heritage assessment will provide an assessment of the likely significant effects of the Development on the settings of individual heritage assets identified and the contribution that any effect on the setting of a heritage asset will make to the significance of that asset. In terms of designated and non-designated heritage assets located further from the Site, where effects on their settings are likely to be less significant, these have been described and assessed only where appropriate.
- 7.45. The principal approach to assessing the effects of the Development upon the heritage assets identified is to measure those effects identified against criteria contained in legislation and national and local policy and guidance relating to the historic built environment. At the centre of the assessment will be an assessment of how the heritage significance identified for each asset is altered by the Development.
- 7.46. Structured, informed and reasoned professional judgement has been used to take account of quantitative and qualitative factors. This is widely accepted as best practice and is based on analysis of desk research and field assessment. It is recognised that the character of London is one of contrasts, of historic and modern buildings, and that modern buildings of high design quality do not necessarily harm the settings of heritage assets.

Construction Phase

- 7.47. The methodology utilised for assessing the construction effects will be consistent with that utilised for the completed Development effects.

- 7.48. Demolition and construction works are a necessary first step in the redevelopment of the Site and one that is associated with urban environments where development is commonplace. Demolition and construction effects are not considered to be significant in EIA terms, as they are indirect, temporary in nature and short-medium term in duration.

Completed Development

- 7.49. The assessment of the likely significant effects on heritage assets resulting from the completed Development is based upon a thorough review of the Development design and the application of professional judgement.
- 7.50. The effect of the Development on each of the identified heritage assets will be considered and a judgement formed as to the importance and sensitivity of the heritage assets (as considered in the baseline study); the magnitude of impact; and the duration, extent and scale of the effect. In doing so, consideration would be given to embedded mitigation measures. Appropriate cross-referencing will be made between the Heritage Statement (Appendix 7.1) and the Townscape and Visual Impact Assessment (Chapter 8).

Assessing significance

- 7.49 The quality in a heritage asset that is affected by change is described as 'significance', referred to for clarity throughout this chapter as 'heritage significance'. This incorporates the concepts of 'special architectural and historic interest' (in relation to Listed buildings and Conservation Areas) and 'character and appearance' in relation to Conservation Areas. The 'significance' of a heritage asset is a quality that may be more or less sensitive to change, depending on the specific circumstances of the asset and the nature of that change.
- 7.50 The heritage significance of heritage assets, both designated and non-designated, varies according to the nature and circumstances of the asset in question. A number of Listed Buildings at the same grade, for instance, may have greater or lesser levels of heritage significance depending on: the nature of their special architectural or historic interest (i.e. the reason for listing); the degree to which the Listed Building has changed since it was listed (i.e. whether physical alteration of the building since listing has preserved or enhanced its special interest); or the degree to which the setting of the Listed Building has changed since listing.
- 7.51 A general classification of a heritage asset (into grades) does not therefore equate to an identical or similar level of heritage significance in every asset of the same grade. The Planning (Listed Buildings and Conservation Areas) Act 1990 does not refer to grades of Listed

Buildings or Conservation Areas, referring only to 'special architectural or historic interest', and the statutory tests are applied equally to the designated heritage assets concerned. The Department for Digital, Culture, Media and Sport's 'Principles of Selection for Listing Buildings'^{xix} states that Listed Buildings are graded to reflect their relative special architectural and historic interest. Grading therefore provides a helpful general indication of a level of heritage significance, and that has been used in assessing the sensitivity of heritage assets to change.

- 7.52 The heritage significance of a Listed Building or structure that may be affected is its '*special architectural and historic interest*'. More precisely, a development may affect this special architectural and historic interest by harming or reducing the degree to which such interest can be appreciated (i.e. the potential impact).
- 7.53 The heritage significance of each of the heritage assets assessed does not inherently rely on no change occurring in their setting, nor is it necessarily harmed by the presence of the Development in their setting. Quite the opposite; the visibility of new development is frequently a highly positive quality, signalling regeneration and assisting in place-making.
- 7.54 The heritage significance of a Conservation Area that may be affected by a proposed development is its 'character and appearance'. Conservation Areas are defined in the Planning (Listed Buildings and Conservation Areas) Act 1990 as being '*areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance*'. A development may affect this character and appearance by harming or reducing the degree to which these qualities can be appreciated (the potential impact).
- 7.55 The heritage significance of Locally Listed Buildings or buildings considered to make a positive contribution to the character and appearance of Conservation Areas that may be affected (the potential impact) is their general (not special) architectural and historic interest.
- 7.56 The methodology adopted to assess the potential impacts of the Development upon the heritage significance of the heritage assets is to measure those impacts – using professional judgement - against criteria contained in national and local policy and guidance relating to the historic built environment.

Determining Sensitivity of Receptor

- 7.57 It should be noted that the various policy and guidance relating to the historic built environment (either national, regional or local) do not provide a definitive system of measurement of effects upon heritage assets. There is no fixed or agreed system of measuring

the sensitivity of heritage assets to change and the magnitude of that change. Sensitivity is relative to each particular built heritage asset. As such, for this assessment, sensitivity has been viewed as a function of:

- The inherent importance of the built heritage asset as defined by available measures of its significance (such as a listing description for a Listed Building or a Conservation Area Appraisal for a Conservation Area) or in the case of a non-designated heritage asset by its inclusion in a Local List; and
- The location of the built heritage asset and its relationship to the Development. This takes account of topography and landscape features.

Table 7.1: Methodology for Determining Receptor Sensitivity

Sensitivity	Descriptor
High	The receptor has little ability to absorb change without fundamentally altering its present character. Any change in its circumstances will have a significant effect on the receptor's heritage or townscape value. Often Listed Buildings with Grade I and II* and their settings, Scheduled Monuments, registered Historic Parks and Gardens Grade I and II* and their settings. Always World Heritage Sites.
Moderate	The receptor has moderate capacity to absorb changes without significantly altering its present character. Some change in its circumstances may have an effect that, depending on the magnitude of that change, may or may not be significant. Often Listed Buildings Grade II and their settings, Conservation Areas and their settings, and registered Historic Parks and Gardens Grade II and their settings.
Low	The receptor is tolerant of change without detriment to its character or is of low or local importance. Change can occur in the circumstances of the receptor without having a significant or any effect on the receptor's heritage or townscape value.

Determining Magnitude of Change

7.58. It should be noted that the various planning policies and guidance relating to the historic built environment do not provide a definitive system of measurement of impacts upon heritage assets. The matter of the impact of change upon built heritage assets is generally one of interpretation and professional judgement.

7.59. In creating definitions (Table 7.2), the assessment of magnitude of change includes consideration of the following aspects:

- The level and extent of impact;
- The extent of visibility in conjunction with the heritage asset;
- Proximity to the heritage asset; and
- The extent of any change of character, function or key elements.

Table 7.2: Methodology for Assessing Magnitude of Impact

Value	Descriptor
Major	A fundamental change in the appreciation of the resource and historic context or setting. A major impact may also be defined as the result of highly sensitive assets exposed to intrusion, obstruction or change of a high or medium magnitude for prolonged periods.
Moderate	A change that makes an appreciable difference to the ability to understand the historic context setting. A moderate impact may also be defined as the result of moderately sensitive assets exposed to intrusion, obstruction or change of a medium magnitude, or highly sensitive assets exposed to intrusion or change of a low magnitude.
Minor	A change that only makes a small difference to the ability to understand and appreciate the historic context setting. A minor impact may also be defined as involving assets of low sensitivity exposed to intrusion, obstruction or change of a low to medium magnitudes for short periods of time.
Negligible	No material change.

Scale and nature of effect

- 7.60. The impact of the Development on heritage assets is measured as follows. Taking the two sets of value criteria - sensitivity and impact (Tables 7.1 & 7.2) a matrix can be created to establish the significance of any impact on an asset according to its sensitivity value (Table 7.3).

Table 7.3: Effect Significance Matrix

Magnitude of Change	Sensitivity of receptor		
	High	Moderate	Low
Major	Major	Major	Moderate
Moderate	Major	Moderate	Minor
Minor	Moderate	Minor	Minor
Negligible	Negligible	Negligible	Negligible

- 7.61. The nature of the impact can be assessed as being beneficial, neutral or adverse (table 7.4). Effects that are classified as moderate or major adverse / beneficial / neutral are significant effects. Those that are classified as negligible or minor adverse / beneficial / neutral are not significant.

Table 7.4: Nature of Impact

Value	Descriptor
Adverse	The impact of the Development is to harm the condition or circumstances of the heritage receptor.
Beneficial	The impact of the Development is to improve the condition or circumstances of the heritage receptor
Neutral	There is neither a beneficial or adverse impact.

Limitations and Assumptions

Demolition and Construction

- 7.62. The assessment of likely significant effects has been undertaken on the basis of the information supplied on the Development and best endeavours have been made to ensure that the data is accurate and up-to-date. In the assessment of residual (post-mitigation) effects, it has been assumed that during demolition and construction normal measures to mitigate the effect of construction activity such as noise, dust and the visual effect of construction operations will be put in place by means of a detailed Construction Environmental Management Plan ('CEMP') and conditions applied to the planning permission, in line with Chapter 5 Construction Methodology and Phasing. An outline Design & Construction Method Statement and CEMP is submitted with the planning application (see Appendix 5.1). A detailed CEMP would be secured by planning condition.

Completed Development

- 7.63. It has been assumed that the Development will be implemented as per the design as it is proposed in the planning application drawings and material. The assessment of the potential impact and likely significant effects on heritage assets is based on the worst-case maximum parameters for height and massing.

Baseline Conditions

- 7.64. Detailed area history and conservation context and heritage significance of identified heritage assets is provided in the accompanying Heritage Statement (Appendix 7.1). The baseline conditions described are as of June 2020.

The Site

- 7.65. The Site is a rectangular plot of land of approximately 1.5 ha, located on the corner of Syon Lane and the Great West Road at Gillette Corner (Brentford, TW7 5QE). The Site is occupied by a large single level Homebase store (4,180 m²) and car parking (295 spaces). The full Site description is included in ES Chapter 3: Site and Development Description.
- 7.66. Homebase commissioned Nicholas Grimshaw & Partners to design a flagship store for this brownfield site in 1986. The brief called for over 4,000m² of column-free enclosed space, the avoidance of a flat roof, and as many car parking spaces on a level site as possible. Nicholas Grimshaw sketched out his first designs for the store in September 1986. Construction began in 1987 and it was open by June 1988. The Homebase store is not statutorily listed nor is it on Hounslow's Local List. In December 2019 it was given a Certificate of Immunity from Listing for a period of five years.

Surrounding context: summary

- 7.67. The Site is not located within a Conservation Area. It is, however, located at the centre of a ring of Conservation Areas (refer to Figure 7.1).
- 7.68. The heritage assets in the vicinity of the Site exist in a highly heterogenous built environment, whose unifying factor is a wide and busy multi-lane highway. Building age, form and quality is extremely varied. The A4 is a historic route and the commercial evolution of the area in the 20th century included the building of various of the listed buildings identified below. What historic character the immediate area around the Site has, is created by a series of commercial Art Deco buildings, built in a short period between approximately 1920-1940, and without any overarching urban design or context. Those which are listed have clear special architectural or historic interest deriving from their architectural style, from the architects who designed them (notably Banister Fletcher and Wallis, Gilbert and Partners) and their original uses. They are very much buildings of note in an otherwise incoherent and mundane environment dominated by traffic and by lesser quality later development that detracts from their special interest. The surrounding townscape is characterized by set-piece interwar housing whose planned streets of a homogeneous design were developed contemporaneously with the A4 - the catalyst for this ribbon of suburban expansion.
- 7.69. Nearby, Syon Park and House and Osterley Park and House are two significant former country estates exhibiting the familiar elements of the overarching typology of the country house – a great house in a specific relationship to a designed landscape, forming a hierarchy from the house itself through its immediate ancillary buildings to particular designed features of the landscape. A fundamental aspect of their heritage significance is how these original or intended qualities have been affected by change. Such change includes the loss of original function and change of use, physical change arising from these things and the encroachment of the city and 20th century transport infrastructure.
- 7.70. Further afield, the most significant heritage assets in the wider context of the Site comprise the Royal Botanic Gardens, Kew World Heritage Site {'WHS'}) and its registered landscape, as well as specific highly graded listed buildings such as Boston Manor House (Grade I) and Quaker Meeting House, Quakers Lane and Syon Lodge, London Road, both Grade II*. There are a number of Grade II listed buildings in the broader area surrounding the Site, which have a more robust sensitivity to change. The nearest, including the Gillette Building, being clustered around the Great West Road. Figure 7.2 illustrates the relative position of listed assets in relation to the Site

Heritage Receptors

World Heritage Site

Royal Botanic Gardens, Kew

7.71. The Site is located approximately 700m to the north of the Isleworth Riverside Conservation Area (CA11) which partially contains the Buffer Zone of the UNESCO World Heritage Site of The Royal Botanic Gardens, Kew. The nearest point of the World Heritage Site to the Site is at a distance of approximately 1.5 km. The Royal Botanic Gardens World Heritage Site Buffer Zone extends to include Syon Park on the opposite bank of the River Thames.

7.72. The Statement of Outstanding Universal Value^{xx} describes that Kew as:

'set among a series of parks and estates along the River Thames' south-western reaches. Landscape design, buildings and plant collections combine to form a unique testimony to developments in garden art and botanical science that were subsequently diffused around the world. The boundary of the property contains the elements that bear witness to the history of the development of the landscape gardens and Kew Gardens' uninterrupted role as national botanic garden and centre of plant research.'

7.73. The Buffer Zone contains the focus of one of the garden vistas on the opposite bank of the Thames – Syon Park House – together with other parts of the adjacent cultural landscape (Old Deer Park, Kew Green, Syon Park and housing to the east). Development outside this Buffer Zone may threaten the setting of the property^{xxi}.

7.74. The buildings on the Site are not currently visible from within the Buffer Zone and the Site is not within a significant view sightline from Kew as defined in the Great West Corridor Local Plan Review^{xxii}.

Conservation Areas

7.75. The Site is not located within a Conservation Area. The following five Conservation Areas lie within an approximately 1km radius of the Site: The Butts (CA 3); Isleworth Riverside (CA 11); Osterley Park (CA13); Grand Union Canal & Boston Manor (CA 22); and Spring Grove (CA 24) (Refer to Figure 7.1).

The Butts (CA 3)^{xxiii}

- 7.76. The Butts Conservation Area lies approximately 800m east of the Site. It was designated in 1986. Its character derives mainly from its core group of fine 18th century buildings set around a park square as well as mature trees. The roads off The Butts also have some 18th and 19th century houses all of which are well preserved and add to the 18th century formality. Most are Grade II listed. Based on the tight grouping around The Butts and the quality of its individual buildings, the area's character is further added to by larger buildings such as St Mary's Convent (Grade II) (18th century with 1930's addition), The former Magistrates Court (1850) occupies a historic key position within the Conservation Area (locally listed), the 19th century houses on Somerset Road and large detached 20th century houses set in their own grounds in Brent Road.

Isleworth Riverside (CA 11)^{xxiv}

- 7.77. The Isleworth Riverside Conservation Area lies approximately 700m south of the Site and was designated in 1972. It contains a high number of Listed Buildings, principally the Grade I listed Syon House and Syon Park and their attendant features. Syon Park is also an Archaeological Priority Area. Its southern boundary is the Thames river foreshore. The Conservation Area is located directly across the river from Richmond Old Deer Park the Royal Botanical Gardens, Kew and lies partially in the buffer zone of the Royal Botanical Gardens WHS.
- 7.78. There are at least four character areas within the Conservation Area – with the emphasis on the picturesque: Syon House and parkland; the old riverside settlement which includes the riverside working, urban and residential areas; the village commercial core; and the peripheral grand estates.

Grand Union Canal & Boston Manor (CA 22)^{xxv}

- 7.79. The Grand Union Canal & Boston Manor Conservation Area is located approximately 700m north-east of the Site and was designated in July 2001. Within the Conservation Area are a number of Listed Buildings including the Grade I listed Boston Manor House and an Architectural Priority Area, centred on the route of the old Roman road.
- 7.80. The Conservation Area can be considered in two parts: the quasi-rural part north of the Great West Road and the more urban and post-industrial part south of the Great West Road. The common link between the two parts is the combined canal and River Brent which comprises seven distinct character areas. The Grade I listed Boston Manor House, is a fine Jacobean

house, set back from Boston Manor Road and situated in public parkland; both are owned by LBH. The character and quality of the Conservation Area is greatly enhanced by its rich variety and extent of waterways and green open spaces, which create dynamic views in many places.

Spring Grove (CA 24)^{xxvi}

- 7.81. The Spring Grove Conservation Area is located approximately 1km west of the Site and was designated in 2001. The special interest of Spring Grove derives from an estate planned to be a grand Victorian suburb. Although having experienced alteration over the years, the original planning intent of the Davies estate remains with tall classical-style villas standing in spacious gardens. The grandiose Italianate stuccoed mansion of Campion House, the characteristic Gothic structure of Lancaster House, and more subtle Arts and Crafts styled semi-detached properties, contributed additional interest.

Osterley Park (CA 13)^{xxvii}

- 7.82. The Osterley Park Conservation Area lies approximately 700m north west of the Site. It was designated in 1988 and extended in 2019. The Conservation Area is an extensive one, comprising for the most part Osterley Park itself, late nineteenth century railway-related development and some twentieth century interwar development. The Conservation Area's primary special architectural and historic interest derives from Osterley House, its landscaped grounds and rural setting. Houses surrounding the perimeter of the park and to the south across the railway line are also important to the Conservation Area because they reflect the suburban character of their time built around the railway and later the Great West Road, and their integrity of roofs and architectural features, and quality of materials and design form the setting of the park. Some are older (in terraced form) relating to the earlier railway station and commercial neighbours. There are also relic farm settlement buildings and plot forms.

Statutorily Listed Buildings

- 7.83. The National Heritage List for England (NHLE)^{xxviii} is the official register of all nationally protected historic buildings and sites in England - Listed Buildings, Scheduled Monuments, Protected Wrecks, Registered Parks and Gardens, and Battlefields.
- 7.84. Grade I buildings are of exceptional interest, only 2.5% of listed buildings are Grade I. Grade II* buildings are particularly important buildings of more than special interest; 5.8% of listed buildings are Grade II*. Grade II buildings are of special interest; 91.7% of all listed buildings are in this class.

- 7.85. A search of the NHLE found more than 40 individual or group of Listed Buildings within the search area. The following sections outline the main points of significance of the Grade I and II* buildings. The 21 Grade II buildings (or groups of buildings) have been grouped geographically for ease of reference and their key points of interest noted.
- 7.86. The location of Listed Buildings surrounding the Site are shown on Figure 7.2.

Grade I

Syon House and Syon Park Entrance Lodges and Gates

- 7.87. Syon House is located approximately 1 km south east of the Site and is situated in Syon Park. The House and its Gatehouse ('Lion Gate') and Entrance Lodges form a Grade I group. Syon House was founded by the Duke of Somerset who was granted the holdings of a dissolved monastery in 1547 when the original house was erected. In 1762, Robert Adam remodelled the Tudor House inside and out. It is still held by the Dukes of Northumberland. The grounds are home to a collection of out-buildings and ornamental features. Of these, the Conservatory, The Pavilion and 'Flora's Column' are Grade I listed. Flora's column and The Pavilion (formerly Syon Park Boathouse) are both late 18th century in origin. The Conservatory, c.1830 has a cast iron frame and is described as being "the first metallic horticultural structure of any importance". The remainder of Syon's associated buildings comprise of a Porter's Lodge, Dairy, Stables, Former Riding School, Gateways, Garden Walls and decorative artefacts within the park, including the lake bridge, all of which are Grade II listed.
- 7.88. The heritage significance of Syon House and its landscape can be summarised as follows:
- It is an example of the country house typology and of a medieval structure adapted to become a country house in the 18th century by a notable architect of the period (Robert Adam). It is of very high internal and external architectural interest for these reasons and is enhanced by the following;
 - It possesses a series of ancillary structures that have their own architectural interest in varying degrees;
 - In addition to its designer, the site has various historical associations; and
 - The built structures sit in a designed landscape, partially associated with Lancelot Brown but containing various other phases of development.

7.89. The current buildings on the Site are not visible from within Syon Park although the slim pylon structure can be seen in certain kinetic views. The Site is not within a significant view sightline as defined in the Great West Corridor Local Plan Review^{xxix}.

Osterley House

7.90. Osterley House is located approximately 2km to the north west of the Site, situated within Osterley Park. The House and its Stables, Aviary and Temple are of high architectural interest and are each separately listed at Grade I. The grounds are home to a collection of out-buildings and ornamental features which are listed Grade II* and II.

7.91. The heritage significance of Syon House and its landscape can be summarised as follows:

- Osterley House is an example of the country house typology where an essentially 18th century house was adapted from an earlier structure. It shares the same architect with Syon House (Robert Adam) its high internal and external architectural interest
- It possesses a series of ancillary structures that have their own architectural interest in varying degrees;
- In addition to its designer, the site has various historical associations;
- The built structures sit in a designed landscape, though, unlike Syon House, it is not associated with a noted designer but, like Syon House contains various other phases of development.

Boston Manor House

7.92. Boston Manor House lies approximately 1km north east of the Site and is situated in Boston Manor Park. The House is in the ownership of the LBH. The house is a fine Jacobean manor house completed in 1623, with later additions. Its heritage significance can be described as encompassing its high architectural interest which enhanced by a high quality interior, including a fine plasterwork and carved main staircase which includes elements designed by the 17th century Dutch artist Mare Gheercerts.

*Grade II**

Osterley Park Roman Bridge

- 7.93. Located within Osterley Park, this bridge was designed by noted architect Robert Adam c. 1780. It is a rusticated stone-faced bridge of one segmental arch of an interesting design in the manner of Piranesi and an early neo-classical monument.

Quaker Meeting House, Quakers Lane

- 7.94. Located approximately 400m south west of the Site, this is a simple rectangular building in brown brick built 1785. The front of the building was heavily damaged by blast damage during the Second World War. It was later restored and has two modern additions to front and rear at left side.
- 7.95. The house has been in continuous use for its original purpose and has historical associations with the Royal Botanic Gardens Kew through several members of its past congregation who were botanists there.

Syon Lodge and Gates

- 7.96. A fine example of a late 18th century 2-storey house in gated grounds with fine classical detailing and literary associations. It is located approximately 550m south east of the site.

Grade II

- 7.97. The following Grade II listed buildings are located within an approximately 1km radius of the Site:

Borough Road

- Lancaster House (Purpose built school of 1870. Stock brick, polychrome brickwork and stone dressings. Three storeys and attics with ten symmetrical bays each side of central entrance bay. Venetian Gothic in style);

Boston Manor Road

- Stables of Boston Manor House (undated. Included for group value with main House);
- Garden Wall and Gateway to Boston Manor House;
- Gallows Bridge (over Brentford Canal), Grand Union Canal;

Gower Road

- Pavilion and clubhouse (1935 by Brian L. Sutcliffe FRIBA and H. Colin Farmer FRIBA,. Reinforced concrete sports pavilion. Tiered spectator stand beneath a cantilever roof,

over the ground floor containing a bar with curved Crittall windows, a central refreshment room with five windows looking over the playing field, and associated amenities. Listed for its structural interest and as an example of a private sports pavilion influenced by the Modern Movement);

Great West Road

- Former Coty factory: part of former factory premises at junction with Harlequin Avenue (1933 by Wallis, Gilbert and Partners. Moderne style. Has group value with its listed neighbours; the former Pyrene factory and Curry's Warehouse);
- Former Firestone Factory central gates, gate piers and railings (1928, Moderne style);
- Former Gillette building: front block and return wings of main Gillette building (1937. Bannister Fletcher. Two storeys and basement in brown brick with very lofty central clock tower which is a local landmark);
- Former Gillette building: four lamp standards with lanterns outside the main entrance;
- Church of St Francis of Assisi, No. 865 (1933-5 by E C Shearman. Claygate stock brick with contrasting stone bands externally and Fletton brick. This powerful composition shows the richness of Gothic design in the 1930s, of which Shearman was one of the best exponents of creating monumental spaces out of simple materials);
- National Westminster Bank, No. 880 (1935 by WFC Holden as the Osterley branch of the National Provincial Bank. Single storey, brown brick with Portland stone dressings. Expressionist style);
- Westlink House, former Pyrene II Factory, No. 981 (1928 by Wallis, Gilbert and Partners. Moderne style. Has group value with its listed neighbours; the former Coty factory and Curry's Warehouse);
- Former warehouse for Curry's Ltd., No. 991 (1935-6 by F E Simpkins. Has group value with its listed neighbours; the former Pyrene and Coty factories);

Jersey Road

- Osterley Park: Farmhouse, lodges, gateways and piers, garden walls, outbuildings and bridges and decorative artefacts within the park (individually listed);

London Road

- No. 280 (in grounds of Marlborough School) (Early 19th century. Stock brick. 2 storeys. Originally built for the steward of Syon Hill Estate during the ownership of the Duke of Marlborough);
- Coach and Horses Public House (18th century with later alterations. Stock brick, 2 parallel pitched roofs and 3 storeys. Mentioned by Charles Dickens in "Oliver Twist");

- Park Cottages, Nos. 191-199 (18th century row of cottages. Brown brick with red dressings. 2 storeys and attics);
- Rose and Crown Inn (18th century with 19th century additions. Brown brick. 3 storeys. Originally a Coaching Inn);

Park Road

- Syon Park: Porter's Lodge, Dairy, Stables, Former Riding School, Gateways, Garden Walls and decorative artefacts within the park including the lake bridge (individually listed);

Syon Lane

- K6 telephone kiosk outside Gillette Building;

Twickenham Road

- Busch House School (Late 18th century stock brick house in grounds. 2 storeys and attic);
- Thanet House (Early 19th century house set back from road. Yellow brick. 3 storeys and central projection).

Registered Parks and Gardens

- 7.98. The following are included in the Register of Historic Parks and Gardens maintained by Historic England for their special historic interest.

Grade I

Royal Botanic Gardens, Kew

- 7.99. As described above, the Royal Botanic Gardens Kew – which lie approximately 1.5 km to the south east of the Site at their closest point - are inscribed as a World Heritage Site. The grounds are also listed by Historic England, under the category Parks and Gardens, at Grade I.

Syon Park

- 7.100. The Grade I listed Syon Park comprises 17th formal terraced gardens which were landscaped in the mid-18th century by Lancelot 'Capability' Brown. Extensive development of the grounds continued in the later 19th and mid-20th centuries. The c. 80ha site is bounded to the north and west by London Road and Park Road along which run enclosing brick walls which date

from the 17th to 19th centuries (Grade II). The River Thames provides the eastern boundary towards which the largely level site gently slopes.

*Grade II**

Osterley Park

7.101. Osterley Park is an 18th century landscape park and pleasure grounds laid out on the site of an earlier formal garden, with substantial additional tree planting being undertaken in the 19th and 20th centuries. The 18th century landscaping is attributed to Mrs Robert Child, sister-in-law of Robert Adam's client Sir Francis Child, and her steward, Mr Bunce. It is approached from Jersey Road to the south and the entrance, guarded by a late 19th century lodge leads onto the tree-lined South Avenue, leading eventually to Osterley House itself. The South Avenue was constructed in response to the arrival in 1883 of the railway at the Osterley Park and Spring Grove Station, c.1 km to the south west of the mansion.

Locally Listed Buildings

7.102. The Hounslow Local List is a list of buildings or sites which not statutorily listed but are considered to be of local significance^{xxx}. Inclusion on the Local List designates an asset a 'non-designated' heritage asset under the NPPF. The following are located within the study area:

Great West Road

- No. 891 (Small modernist Art Deco commercial building by Wallis, Gilbert and Partners, 1920s/1930s);
- No. 764, Former Osterley Park Hotel (Arts and Crafts style);

London Road

- No. 11 (1853, Northumberland Arms PH);

Quakers Lane

- Angel House walls (Originally the front boundary walls to the Quaker Meeting House. Faint inscriptions read MEETING and HOUSE);
- Green School for Girls (1906. School buildings in the old English style, provided by the Seventh Duke of Northumberland. An early local example of a secondary school organised under the 1902 Education Act);

Park Road

- Isleworth Cemetery Lodge (Former entrance lodge to Park Road cemetery which, along with twin gothic chapels, a mortuary, walls, entrance gates with piers, railings erected c.1880);
- Isleworth Cemetery Mortuary (as above, 1880);

Syon Lane

- Wyke Farm Barn (Early 19th century formerly part of the now demolished Wyke House farm)

Future Baseline

7.103. Should no changes occur at the Site, it is presumed that it would continue to function as a retail store in the same or similar way to currently. In terms of the surrounding context, there are a number of permitted schemes not yet constructed, as well as planning applications under consideration by LBH, which would have varying effects on the future baseline. This report assumes that permitted buildings will be constructed in accordance with existing permissions. Potential 'worst case scenario' effects are addressed in the cumulative effects section below.

Likely Significant Effects

Construction Phase

7.104. The setting of heritage receptors, would be affected to varying degrees by the demolition and construction works. These would have the potential impact of reducing temporarily the degree to which heritage assets in the vicinity of the Site can be appreciated, but that character will not be permanently harmed. The effects will be short term and indirect and vary considerably depending on the distance from the Site and the sensitivity of the asset to change.

7.105. Visual impacts would include the presence of tower cranes in views from the surrounding areas and the hoarding of the perimeter of the Site in the conventional manner for construction sites. Other constructional indirect short-term effects on many heritage receptors include noise, dust and vibration, movement of heavy plant and materials to and from the Site; erection of construction infrastructure (e.g. scaffolding, fixed tower cranes, mobile cranes, hoarding), and site lighting.

7.106. The majority of the identified designated heritage assets would not be affected during the demolition and construction stage of the Development due to their distance from the Site and the intervening built townscape form. In particular, it should be noted that there would be no effect upon the Royal Botanic Gardens Kew World Heritage Site, which has no inter-visibility with the Site.

7.107. The receptors that would be most affected would be those clustered nearest to the Site on the Great West Road: The Former Gillette Factory building, Former NatWest Bank and Former Coty Factory Premises, all Grade II Listed. This would be solely to do with proximity of the construction works and the concomitant visual, aural and associated impacts, upon the experience of the setting of these assets. These effects would vary in intensity as the works enter different construction phases. The overall effect of the construction phase works on these receptors would be Indirect, Temporary and Minor Adverse. The remaining assets, which are all further away from the Site, would experience effects in the range of Negligible Neutral. The specific effect upon each built heritage receptor is tabulated in table 7.5.

Table 7.5: Construction effects

Receptor	Sensitivity (Table 7.1)	Magnitude of Impact (Table 7.2)	Significance of Effect (Table 7.3)	Nature of effect (Table 7.4)
World Heritage Site				
<ul style="list-style-type: none"> Royal Botanic Gardens, Kew 	High	Negligible	Negligible	Neutral
Conservation Areas				
<ul style="list-style-type: none"> The Butts 	Moderate	Negligible	Negligible	Neutral
<ul style="list-style-type: none"> Isleworth Riverside 	Moderate	Negligible	Negligible	Neutral
<ul style="list-style-type: none"> Grand Union Canal & Boston Manor 	Moderate	Negligible	Negligible	Neutral
<ul style="list-style-type: none"> Osterley Park 	Moderate	Negligible	Negligible	Neutral
<ul style="list-style-type: none"> Spring Grove 	Moderate	Negligible	Negligible	Neutral
Listed buildings				
Grade I				
<ul style="list-style-type: none"> Syon House and Syon Park Entrance Lodges and Gates 	Moderate	Negligible	Negligible	Neutral
<ul style="list-style-type: none"> Syon House Conservatory; Boathouse; and 'Flora's Column' Syon Park 	Moderate	Negligible	Negligible	Neutral
<ul style="list-style-type: none"> Osterley House and associated GI listed buildings 	Moderate	Negligible	Negligible	Neutral
<ul style="list-style-type: none"> Boston Manor House 	Moderate	Negligible	Negligible	Neutral
Grade II*				

• Osterley Park Roman Bridge	Moderate	Negligible	Negligible	Neutral
• Quaker Meeting House	Moderate	Negligible	Negligible	Neutral
• Syon Lodge	Moderate	Negligible	Negligible	Neutral
Grade II				
Borough Road				
• Lancaster House	Moderate	Negligible	Negligible	Neutral
Boston Manor Road				
• Stables of Boston Manor House	Moderate	Negligible	Negligible	Neutral
• Garden Wall and Gateway to Boston Manor House	Moderate	Negligible	Negligible	Neutral
• Gallows Bridge (over Brentford Canal), Grand Union Canal	Moderate	Negligible	Negligible	Neutral
Gower Road				
• Pavilion and clubhouse (Gower Road)	Moderate	Negligible	Negligible	Neutral
Great West Road				
• Former Coty factory premises	Moderate	Minor	Minor	Adverse
• Former Firestone Factory gates, gate piers & railings	Low	Negligible	Negligible	Neutral
• Former Gillette building: front block and return wings	Moderate	Moderate	Minor	Adverse
• Former Gillette building: four lamp standards with lanterns outside the main entrance	Moderate	Negligible	Negligible	Neutral
• Church of St Francis of Assisi, No. 865	Moderate	Negligible	Negligible	Neutral
• National Westminster Bank, No. 880	Moderate	Moderate	Minor	Adverse
• Westlink House, former Pyrene II Factory, No. 981	Moderate	Negligible	Negligible	Neutral
• Former warehouse for Curry's Ltd., No. 991	Moderate	Negligible	Negligible	Neutral
Jersey Road				
• Osterley Park: group of individually sited buildings	Moderate	Negligible	Negligible	Neutral
London Road				

• No. 280 (grounds of Marlborough School)	Moderate	Negligible	Negligible	Neutral
• Coach and Horses Public House	Moderate	Negligible	Negligible	Neutral
• Park Cottages, Nos. 191-199	Moderate	Negligible	Negligible	Neutral
• Rose and Crown Inn	Moderate	Negligible	Negligible	Neutral
Park Road				
• Syon Park: group of individually listed buildings	Moderate	Negligible	Negligible	Neutral
• K6 telephone kiosk outside Gillette Building	Low	Negligible	Negligible	Neutral
Twickenham Road				
• Busch House School	Moderate	Negligible	Negligible	Neutral
• Thanet House	Moderate	Negligible	Negligible	Neutral
Registered Parks and Gardens				
Grade I				
• Royal Botanic Gardens, Kew	High	Negligible	Negligible	Neutral
• Syon Park	Moderate	Negligible	Negligible	Neutral
Grade II*				
• Osterley Park	Moderate	Negligible	Negligible	Neutral
Locally listed buildings				
Great West Road				
• No. 891	Low	Negligible	Negligible	Neutral
• No. 764	Low	Negligible	Negligible	Neutral
London Road				
• No. 11	Low	Negligible	Negligible	Neutral
Quakers Lane				
• Angel House walls	Low	Negligible	Negligible	Neutral
• Green School for Girls	Low	Negligible	Negligible	Neutral
Park Road				
• Isleworth Cemetery Lodge	Low	Negligible	Negligible	Neutral
• Isleworth Cemetery Mortuary	Low	Negligible	Negligible	Neutral
Syon Lane				
• Wyke Farm Barn	Low	Negligible	Negligible	Neutral

Operational Phase

7.108. The Development will replace an existing building (single level retail warehouse structure) that makes poor use of its site and whose use has now expired. The design of the Development, discussed with LBH and the Greater London Authority (GLA) (Refer to Chapter 4: Alternatives and Design Evolution), breaks down the overall volume of accommodation in a way that responds to the circumstances of the Site and the sensitivity of its surroundings.

The building heights step down towards the former Gillette Factory tower to the north of the Site on Great West Road, ensuring that it is retained as a landmark within local views.

- 7.109. The Development is of considerable scale and density and would change the setting of heritage assets in its vicinity by virtue of its visibility and presence however that visibility is not, by itself, harmful. The heritage significance of each of the heritage assets assessed does not inherently rely on no change occurring in their setting, nor is it necessarily harmed by the presence of new development in their setting that is highly visible. Quite the opposite; the visibility of new development is frequently a highly positive quality, signalling regeneration and assisting in place-making, which will be the case for the Development. The nature of the Site at present detracts from the setting of heritage assets in its vicinity but the Development has the capacity to foster a more favourable and respectful context for these assets having the potential to engender a much more positive overall effect on their setting. The full views assessment exercise is contained in chapter 8 ('Townscape and Visual Effects').
- 7.110. Heritage Assets identified in the baseline will be subject to a range of permanent, indirect impacts, the effect of which will vary considerably depending on the distance from the Site and the sensitivity of the asset to change. The scale of the Development is of a greater one than the listed buildings in the vicinity, but their special interest does not rely on a specific scale on the site, and the visibility of the listed buildings grouped along the A4 Great West Road remains largely unimpeded. Designed to sit within an urban light-industrial landscape of hard surfaces, traffic and competing architectural expression; these are robust receptors, of medium sensitivity when it comes to absorbing change, and therefore change in their setting which introduces a 21st century land use into the surrounding environment is not enough of a change to diminish their architectural or historical significance.
- 7.111. The former Coty Factory (GII), is immediately adjacent to the Site to its east. Designed by Wallis, Gilbert and Partners in 1933, this modernist building operated as the Coty perfumes and cosmetics factory until its closure in 1979. The building currently accommodates a private health centre known as BMI Syon Clinic. The building will experience an effect upon its setting in terms of adjacency and partial visibility of new massing in its backdrop as well as a change in the low-lying nature of the surrounding townscape, however this visibility is not harmful so as to cause a significant degree of harm. Its effect is judged to be Indirect, Permanent and Minor-Neutral.
- 7.112. Designed in 1937 by the architect Bannister Fletcher, the former Gillette Factory building (GII) was the European headquarters and main works of the Gillette Company, of Boston, Massachusetts. Its tall brick tower surmounted by a four-faced neon-illuminated clock acts as

a prominent local landmark which can be seen from afar both day and night. The firm relocated to Poland in 2006 and the building has been unoccupied ever since. The building lies obliquely opposite the Site and the location of the tallest parts of the Development away from the Syon Lane/A4 junction sets that height away from the tower. The building will experience a very minor effect upon its setting in terms of proximity and partial visibility of new massing in its backdrop if travelling south east along Syon Lane however this visibility is not in itself harmful so as to cause a significant degree of harm. Its effect is judged to be Indirect, Permanent and Minor-Neutral.

- 7.113. Adjacent to the Gillette Factory is the former NatWest Bank building (1935, GII). This was designed by WFC Holden as the Osterley branch of the National Provincial Bank and forms a group with the Gillette building. It will experience a very minor effect upon its setting in terms of proximity however this visibility is not in itself harmful so as to cause a significant degree of harm. Its effect is judged to be Indirect, Permanent and Minor Neutral.
- 7.114. Although the Quaker Meeting House, Quakers Lane does not have immediate proximity to the Site (it is located approximately 400m south west), at GII* is has a high sensitivity to change in its setting. Built in 1785 it has experienced change in its setting throughout its history but this has been limited to low-rise development which hasn't substantially changed the view that the House would have had when it was built. The Development would be visible in long distance views looking north west which will introduce a note of modernity into this otherwise bucolic view looking across the playing fields of the Green School, however this visibility is not inherently harmful to the significance of the building. The effect is judged to be Indirect, Permanent and Minor Neutral.
- 7.115. For similar reasons, there will be some effect upon setting for the locally listed Green School for Girls. The effect is judged to be Indirect, Permanent and Minor-Neutral.
- 7.116. Both Syon House and Park and Osterley House and Park, although not proximate to each other, can be assessed in a similar fashion to one another. The heritage significance of both derive in part from their country house typologies but that significance clearly does not rely on the horizon when viewed from within those sites being empty of development. In both cases, when the most important viewing position at the principal entrance to the house is taken up, the Site is screened by mature trees. In the case of Osterley, this is total – no view is possible (to the right of the main vista towards the Middle Lake) towards the Site from the north east-facing steps of the Adam House. In the case of Syon, the Site is located on the far right edge of the available view from the entrance to the house, obscured by trees and intervening buildings. In other words, the relationship of the Site to the most important views in both instances is peripheral. There is no direct effect upon the significance of either house.

Other views outward from both parks are inherently less significant than the principal axial views. Incidental views obtained when moving around the landscapes are important, but less so than the main views to and from the houses in the manner intended by both architect and landscape designer. It is possible to identify that the effect will be confined to one aspect of the significance of the Site – that upon the sense of openness that is experienced in the landscape around each house. This is expanded upon at length in the Heritage Statement (Appendix 7.1). The effect upon both Syon House and Park and Osterley House and Park is judged to be Indirect, Permanent and Moderate-Neutral.

7.117. The Development lies some distance outside of the boundaries of each of the identified conservation areas and there is nothing about it which would cause any degree of harm to each of their intrinsic qualities and characteristics. This is due to a combination of their distance from the Site and their robust sensitivity to change. These are relatively large conservation areas which derive their interest from their strong and intact characters for example the largely inward-looking character of the The Butts' Conservation Area centred around its park square; the interesting mix of post-industrial and quasi-rural characters of the Grand Union Canal and Boston Manor Conservation Area, which is dissected by the M4; and the expansive, landscaped parklands of Osterley and Isleworth Riverside Conservation Areas which offer a buffer to the surrounding cityscape. Spring Grove, approximately 1km from the site, is preserved by virtue of distance.

7.118. The remaining receptors are judged to have effects that will be Indirect, Permanent and Negligible Neutral. In particular it should be noted that there is no inter-visibility with the Royal Botanic Gardens, Kew World Heritage Site.

7.119. The specific effect upon each built heritage receptor is tabulated in table 7.6.

Table 7.6: Operational effects

Receptor	Sensitivity (Table 7.1)	Magnitude of Impact (Table 7.2)	Significance of Effect (Table 7.3)	Nature of effect (Table 7.4)
World Heritage Site				
<ul style="list-style-type: none"> Royal Botanic Gardens, Kew 	High	Negligible	Negligible	Neutral
Conservation Areas				
<ul style="list-style-type: none"> The Butts 	Moderate	Negligible	Negligible	Neutral
<ul style="list-style-type: none"> Isleworth Riverside 	Moderate	Negligible	Negligible	Neutral
<ul style="list-style-type: none"> Grand Union Canal & Boston Manor 	Moderate	Negligible	Negligible	Neutral
<ul style="list-style-type: none"> Osterley Park 	Moderate	Negligible	Negligible	Neutral
<ul style="list-style-type: none"> Spring Grove 	Moderate	Negligible	Negligible	Neutral

Listed buildings				
Grade I				
• Syon House and Syon Park Entrance Lodges and Gates	Moderate	Moderate	Moderate	Neutral
• Syon House Conservatory; Boathouse; and 'Flora's Column' Syon Park	Moderate	Moderate	Moderate	Neutral
• Osterley House and associated GI listed buildings	Moderate	Moderate	Moderate	Neutral
• Boston Manor House	Moderate	Negligible	Negligible	Neutral
Grade II*				
• Osterley Park Roman Bridge	Moderate	Negligible	Negligible	Neutral
• Quaker Meeting House	Moderate	Minor	Minor	Neutral
• Syon Lodge	Moderate	Negligible	Negligible	Neutral
Grade II				
Borough Road				
• Lancaster House	Moderate	Negligible	Negligible	Neutral
Boston Manor Road				
• Stables of Boston Manor House	Moderate	Negligible	Negligible	Neutral
• Garden Wall and Gateway to Boston Manor House	Moderate	Negligible	Negligible	Neutral
• Gallows Bridge (over Brentford Canal), Grand Union Canal	Moderate	Negligible	Negligible	Neutral
Gower Road				
• Pavilion and clubhouse (Gower Road)	Moderate	Negligible	Negligible	Neutral
Great West Road				
• Former Coty factory premises	Moderate	Minor	Minor	Neutral
• Former Firestone Factory gates, gate piers & railings	Low	Negligible	Negligible	Neutral
• Former Gillette building: front block and return wings	Moderate	Moderate	Minor	Neutral
• Former Gillette building: four lamp standards with lanterns outside the main entrance	Moderate	Negligible	Negligible	Neutral
• Church of St Francis of Assisi, No. 865	Moderate	Negligible	Negligible	Neutral
• National Westminster Bank, No. 880	Moderate	Moderate	Minor	Neutral

• Westlink House, former Pyrene II Factory, No. 981	Moderate	Negligible	Negligible	Neutral
• Former warehouse for Curry's Ltd., No. 991	Moderate	Negligible	Negligible	Neutral
Jersey Road				
• Osterley Park: group of individually sited buildings	Moderate	Negligible	Negligible	Neutral
London Road				
• No. 280 (grounds of Marlborough School)	Moderate	Negligible	Negligible	Neutral
• Coach and Horses Public House	Moderate	Negligible	Negligible	Neutral
• Park Cottages, Nos. 191-199	Moderate	Negligible	Negligible	Neutral
• Rose and Crown Inn	Moderate	Negligible	Negligible	Neutral
Park Road				
• Syon Park: group of individually listed buildings	Moderate	Negligible	Negligible	Neutral
• K6 telephone kiosk outside Gillette Building	Low	Negligible	Negligible	Neutral
Twickenham Road				
• Busch House School	Moderate	Negligible	Negligible	Neutral
• Thanet House	Moderate	Negligible	Negligible	Neutral
Registered Parks and Gardens				
Grade I				
• Royal Botanic Gardens, Kew	High	Negligible	Negligible	Neutral
• Syon Park	Moderate	Moderate	Moderate	Neutral
Grade II*				
• Osterley Park	Moderate	Negligible	Negligible	Neutral
Locally listed buildings				
Great West Road				
• No. 891	Low	Negligible	Negligible	Neutral
• No. 764	Low	Negligible	Negligible	Neutral
London Road				
• No. 11	Low	Negligible	Negligible	Neutral
Quakers Lane				
• Angel House walls	Low	Negligible	Negligible	Neutral
• Green School for Girls	Low	Minor	Minor	Neutral
Park Road				
• Isleworth Cemetery Lodge	Low	Negligible	Negligible	Neutral
• Isleworth Cemetery Mortuary	Low	Negligible	Negligible	Neutral
Syon Lane				
• Wyke Farm Barn	Low	Negligible	Negligible	Neutral

Mitigation Measures

Construction Phase

- 7.120. The effect of construction operations on perception/experience of heritage significance will be reduced by the preparation and use of an effective CEMP. During demolition and construction works, best practice measures to mitigate the impacts from construction activities associated with noise, dust, vibrations, site traffic and visual change will be put in place and conditions applied to the planning permission (Refer to Chapter 5: Construction Methodology and Phasing). No additional mitigation is proposed.

Operational Phase

- 7.121. No mitigation is considered necessary during the completed Development as it is built in to the design process. The design has been refined through pre-application discussions with the LBH and the GLA, as well as through internal design review (refer to Chapter 2 EIA Methodology and Chapter 4 Alternatives and Design Evolution). No additional mitigation is proposed.

Residual Effects

Construction Phase

- 7.122. The effect of temporary, construction phase activities on perception/experience of heritage significance will be reduced by the implementation of an effective CEMP. The receptors that would be most affected would be those clustered nearest to the Site on the Great West Road: The Former Gillette Factory building, Former NatWest Bank and Part of Former Coty Factory Premises, all Grade II. This would be solely to do with proximity of the construction works and the visual impacts (described above) upon the experience of the setting of these assets. These effects would vary in intensity as the works enter different construction phases. Taking into account the embedded mitigation measures that would be adopted as part of the CEMP, the overall effect of the construction phase works on these receptors would be, Temporary, Indirect, Minor-Adverse. The remaining assets, further from the Site, would experience effects in the range of Negligible-Neutral (Table 7.5).

Operational Phase

- 7.123. The design of the Development has been carefully undertaken to mitigate any harmful impact on nearby and more widely located heritage assets. Mitigation has been inherent in the design

of the Development and their relationship to heritage assets. As such, residual effects on heritage assets remain the same as those described in the section on Operational Effects above and remain Indirect, Permanent and will range from Negligible-Neutral to Moderate-Neutral (Table 7.6).

Cumulative Effects

7.124. This section considers the Development in combination with other committed developments and any significant cumulative effects that could occur. The full list of cumulative schemes is set out in Chapter 2.

Construction Phase

7.125. Should the eight identified Cumulative Schemes be constructed, it is considered that there will be a cumulative effect from six of these schemes with the Development on the heritage receptors in and around the Great West Road, the exceptions being Bolder Academy (Ref: 01106/W/P9) and 1 Commerce Road (Ref: 00297/H/P13). This is because the location of the six schemes, clustered around the same area of the Great West Road, is sufficiently close to those receptors that the likelihood of the interaction of Construction effects is high. The designated assets most likely to be affected are: Former Coty factory premises; Former Gillette building; Former National Westminster Bank; Westlink House, former Pyrene II Factory; Former Curry's warehouse; and Church of St Francis of Assisi. The effects of these six schemes will be Indirect and Temporary and the effect will be Minor-Adverse in line with the construction assessments made in previous sections.

7.126. The Bolder Academy (Ref: 01106/W/P9) and 1 Commerce Road (Ref: 00297/H/P13) schemes are not considered to be impactful because of their distance from the Great West Road cluster of heritage receptors.

Operational Phase

7.127. It is not considered that significant cumulative effects will be created to impact on the setting of any heritage receptor during the operational phase. The much lower height and position of each of the cumulative schemes (with the exception of the Tesco Superstore, Osterley Gate, Syon Lane scheme) compared to the Development is such that the intervening townscape will not allow for any significantly visible cumulative effect.

7.128. In the case of the Osterley Gate, Syon Lane scheme (Ref: Ref: 1106/B/SCOPE1), the townscape views in Chapter 8 Townscape and Visual Effects, show that the relationship between it and the Development is such as to permit the Development to be seen in certain views from within The Butts and The Grand Union Canal & Boston Manor Conservation Area. However, in such views the two schemes are seen as distinctly separate with a significant degree of skyline between each. Overall, cumulative effects will be Negligible-Neutral.

Summary

7.129. This chapter has reported on the likely significant effects of the Development on above ground built heritage assets ('receptors') within the study area. The scoping exercise identified more than 40 individual or groups of designated heritage assets including a World Heritage Site, Listed Buildings, Conservation Areas and Registered Parks and Gardens as well as eight Locally Listed Buildings which are 'non-designated heritage assets'.

7.130. The assessment has considered direct effects from the Development on the significance of individual built heritage assets thus identified, as well as indirect effects through change in their settings. The chapter has identified and assessed the likely significant effects during the construction phase and the completed, operational phase of the Development. The assessment has been undertaken in reference to national and local policy, guidance and regulations the relevant to the historic built environment.

Construction Phase

7.131. It was found that the setting of the identified heritage assets and the character and appearance of nearby Conservation Areas, would be affected to varying degrees during the demolition and construction phase. The works would have the potential temporary impact of reducing the degree to which heritage assets within the study area can be appreciated. However, as with the nature of temporary effects, this character would not be permanently affected. The effects would be short-term and indirect and vary considerably depending on the distance from the Site and the sensitivity of the asset to change. As is typical of major development in an urban context, a CEMP would be implemented by the contractor during this phase, which would seek to prevent/minimise adverse effects e.g. dust, noise, visual appearance of the works through appropriate mitigation measures.

7.132. Overall, it considered that the demolition of the existing Site and construction of the Development would result in temporary and indirect Negligible-Neutral to Minor-Adverse effects on the identified heritage assets, and as such would not give rise to significant effects.

Operational Phase

- 7.133. The Development is of considerable scale and density and would change the setting of some heritage assets in the surroundings of the Site by virtue of its visibility and presence. That visibility is not, by itself, adverse. The heritage significance of each of the heritage assets assessed does not inherently rely on no change occurring in their setting, nor is it necessarily harmed by the presence of new development in their setting that is highly visible.
- 7.134. The existing Homebase store would be replaced with a with a well-designed Development which provides new uses that are appropriate for the Site and for the area. The design breaks down the overall volume of accommodation in a way that responds to the circumstances of the Site and the sensitivity of its surroundings in terms of built heritage assets. The tallest part of the Development are positioned towards the eastern side of the Site and steps down towards the Gillette Building and the areas that are most sensitive in heritage terms. This will ensure that the tower of the Gillette Building is retained as a landmark within local views.
- 7.135. The Development has been carefully designed to incorporate embedded mitigation to prevent any adverse effect on nearby and more widely located heritage assets. As such, residual effects on heritage assets would be Indirect, Permanent and Negligible-Neutral to Moderate-Neutral and not significant.

Cumulative Effects

Construction Phase

- 7.136. Should the cumulative developments be constructed within the same timeframe as the Development, it is considered that there would be a cumulative effect on heritage receptors in and around the Great West Road from six of the eight schemes with the Development. This is due to the location of these eight cumulative schemes being clustered around the same area of the Great West Road as many of the built heritage assets meaning that the likelihood of interaction of construction effects is high. The cumulative construction effects would not, however, be of a significantly greater magnitude than the construction effects of the Development in isolation. The cumulative effect of six of the schemes with the Development would be Indirect, Temporary, and Minor-Adverse.

Operational Phase

- 7.137. It is not considered that significant cumulative effects would arise on the setting of any heritage asset during the operational phase of the Development. The much lower height and

mass and/or position/orientation of each of the completed cumulative schemes compared to the Development is such that the intervening townscape would not allow for any significantly visible cumulative effect. Therefore, the overall cumulative effects would be Negligible-Neutral in significance.

Summary

7.138. Table 7.6 contains a summary of the likely significant effects of the Development under each of the above scenarios.

Table 7.7: Table of Potential Effect – Built Heritage

Heritage Receptor	Nature of Effect (Permanent/Temporary)	Significance (Major/Moderate/Minor/Negligible) (Beneficial/Adverse/Neutral)	Mitigation / Enhancement Measures	Geographical Importance*							Residual Effects (Major/Moderate/Minor) (Beneficial/Adverse/Negligible)
				I	UK	E	R	C	B	L	
Construction											
World Heritage Site											
Royal Botanic Gardens, Kew	Temporary	Negligible Neutral	Implementation of CEMP	X							Negligible Neutral
Conservation Areas											
All	Temporary	Negligible Neutral	Implementation of CEMP		X						Negligible Neutral
Listed Buildings											
Grade I: All	Temporary	Negligible Neutral	Implementation of CEMP		X						Negligible Neutral
Grade II*: All	Temporary	Negligible Neutral			X						Negligible Neutral
Grade II: All (except the following)	Temporary	Negligible Neutral			X						Negligible Neutral
<ul style="list-style-type: none"> Coty Factory (Great West Road) 	Temporary	Minor Adverse			X						Minor Adverse
<ul style="list-style-type: none"> Former Gillette building, (Great West Road) 	Temporary	Minor Adverse			X						Minor Adverse
<ul style="list-style-type: none"> National Westminster Bank, No. 880 Great West Road 	Temporary	Minor Adverse			X						Minor Adverse
Registered Parks and Gardens											
All	Temporary	Negligible Neutral	Implementation of CEMP								Negligible Neutral
Locally Listed Buildings											
All	Temporary	Negligible Neutral	Implementation of CEMP						X		Negligible Neutral
Completed Development											
World Heritage Site											
Royal Botanic Gardens, Kew	Permanent	Negligible Neutral	Inherent in the Design	X							Negligible Neutral
Conservation Areas											
All	Permanent	Negligible Neutral	Inherent in the Design		X						Negligible Neutral
Listed Buildings											
Grade I											

Syon House and Syon Park Entrance Lodges and Gates	Permanent	Moderate Neutral	Inherent in the Design		X							Moderate Neutral
Syon House Conservatory; Boathouse; and 'Flora's Column' Syon Park	Permanent	Moderate Neutral	Inherent in the Design		X							Moderate Neutral
Osterley House and associated GI buildings	Permanent	Moderate Neutral	Inherent in the Design		X							Moderate Neutral
Boston Manor House	Permanent	Negligible Neutral	Inherent in the Design		X							Negligible Neutral
Grade II*												
Osterley Park 'Roman' Bridge	Permanent	Negligible Neutral	Inherent in the Design		X							Negligible Neutral
Quaker Meeting House	Permanent	Minor Adverse	Inherent in the Design		X							Minor Neutral
Syon Lodge, London Road	Permanent	Negligible Neutral	Inherent in the Design		X							Negligible Neutral
Grade II												
All (except the following)	Permanent	Negligible Neutral	Inherent in the Design		X							Negligible Neutral
<ul style="list-style-type: none"> Former Coty factory premises (Great West Road) 	Permanent	Minor Adverse	Inherent in the Design		X							Minor Neutral
<ul style="list-style-type: none"> Former Gillette building (Great West Road) 	Permanent	Minor Adverse	Inherent in the Design		X							Minor Neutral
<ul style="list-style-type: none"> National Westminster Bank, No. 880 Great West Road 	Permanent	Minor Adverse	Inherent in the Design		X							Minor Neutral
Registered Parks and Gardens												
All	Permanent	Negligible Neutral	Inherent in the Design		X							Negligible Neutral
Locally Listed Buildings												
All (except the following)	Permanent	Negligible Neutral	Inherent in the Design							X		Negligible Neutral
<ul style="list-style-type: none"> Green School for Girls (Quakers Lane) 	Permanent	Minor Adverse	Inherent in the Design							X		Minor Neutral

Heritage Receptor	Nature of Effect (Permanent/ Temporary)	Significance (Major/Moderate /Minor) (Beneficial/Adverse /Negligible)	Mitigation / Enhancement Measures	Geographical Importance*					Residual Effects (Major/Moderate/M inor) (Beneficial/Adverse /Negligible)
Cumulative Effects									
<i>Construction</i>									
World Heritage Site	Temporary	Negligible Neutral	Implementation of CEMP	X					Negligible Neutral
Conservation Areas (All)	Temporary	Negligible Neutral	Implementation of CEMP		X				Negligible Neutral
Listed Buildings									
Grade I (All)	Temporary	Negligible Neutral	Implementation of CEMP		X				Negligible Neutral
Grade II* (All)	Temporary	Negligible Neutral			X				Negligible Neutral
Grade II (All except below)	Temporary	Negligible Neutral			X				Negligible Neutral
<ul style="list-style-type: none"> Pavilion and clubhouse (Gower Road) 	Temporary	Minor Adverse			X				Minor Adverse
<ul style="list-style-type: none"> Former Coty factory premises (GWR) 	Temporary	Minor Adverse			X				Minor Adverse
<ul style="list-style-type: none"> Former Gillette building (GWR) 	Temporary	Minor Adverse			X				Minor Adverse
<ul style="list-style-type: none"> Church of St Francis of Assisi (GWR) 	Temporary	Minor Adverse			X				Minor Adverse
<ul style="list-style-type: none"> National Westminster Bank, No. 880 (GWR) 	Temporary	Minor Adverse			X				Minor Adverse

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