

6.1 TOWNSCAPE CONSIDERATIONS

The redevelopment should provide design mitigation measures to address the townscape impacts identified as part of the Environmental Statement.

6.1.1 PREDICTED TOWNSCAPE & VISUAL EFFECTS

No significant adverse residual townscape or visual effects have been identified in the *Townscape and Visual Impact Assessment* carried out as part of the *Environmental Impact Assessment*.

A number of moderate adverse effects have been identified for which appropriate *secondary mitigation measures* should be identified as part of the reserved matters proposals. In addition, secondary mitigation has been also been assumed as part of the detailed design that should result in residual enhancement to the townscape and views and provide significant benefits.

6.1.2 STRATEGIES TO BE ADOPTED TO MITIGATE TOWNSCAPE & VISUAL EFFECTS

To maximise townscape and visual benefits, and mitigate impacts, the secondary mitigation measures that should form of reserved matters applications should include:

- 1 Replacement planting to mitigate the loss of trees along Marsh Farm Lane, guidance on which is provided in sections 3.3 and 4.9 of this Design Code.
- 2 Building elements in appropriate locations should be articulated to create a visual interest and local landmark elements. Refer to section 5.11 for detailed guidance on landmark elements.
 - (i) In particular, the building(s) in College Building Zone 1 along the A316 should create a local landmark when viewed from the A316, as described in section 2.2.
 - (ii) Similarly, the building(s) in College Building Zone 3 should act as a local landmark when viewed along the upgraded Marsh Farm Lane, as described in sections 2.2 and 3.3.
- 3 Appropriately designed areas of public realm including soft landscaping should be incorporated into the design of Marsh Farm Lane. Refer to section 3.3.
- 4 Buildings should be well designed and detailed. In particular, the apparent scale and mass of large blocks should be reduced through the detailed design of the elevations and roofscape including through the use of set backs and projections, fenestration, entrances and materials. Roof level plant should be contained and sensitively concealed. Particular consideration should be given to
 - (i) The roofscape and built form seen from Rosecroft Gardens;
 - (ii) The roofscape and elevations seen from the public open space on the Harlequins Site;
 - (iii) The articulation of frontages seen from Egerton Road and the roofscape seen from adjoining residential areas;
 - (iv) The roofscape seen across Craneford Way Playing Fields;
 - (v) The roofscape and articulation of built form seen in views from Richmond Hill; and

(vi) The articulation of the frontages seen in views from Chertsey Road.

Refer to section 5 for detailed guidance on elements of building design, section 5.6 for detailed guidance on building massing, and section 5.9 for detailed guidance on rooftop plant.

- 5 Buildings should be designed with good quality elevation and roofing materials with attention given to the variety of materials, their colour and prominence within the townscape and views (particular attention should be paid to the view from Richmond Hill and from Rosecroft Gardens). Refer to section 5.1 for detailed guidance on building materiality.
- 6 Appropriate design, scale and materials of boundary treatments.

For additional detail, refer to the Townscape and Visual Impact Assessment Chapter of the Environmental Impact Assessment.

