Allen Pyke Associates

LANDSCAPE CHARACTER AND VISUAL IMPACT ASSESSMENT

Informer House, 2 High Street,
Teddington

FIRST DRAFT

Prepared on behalf of

DATAFLOW IT LTD

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Landscape architecture | Urban design | Environmental planning

Contents

1. Introduction

1.1. This Landscape and Visual Impact Assessment has been commissioned by Dataflow IT Ltd and prepared by Landscape Architects, Allen Pyke Associates Ltd. The study provides an assessment of the potential impact on both the landscape character and visual amenity of the proposed mixed use development on land currently occupied by an office building, Informer House, on Teddington High Street.

Outline of Townscape Considerations

1.2. The Informer House site (hereafter referred to as 'The Site') is located at No 2, Teddington High Street at the town centre. It lies at the junction of two 'A' roads and adjacent to the railway line between Richmond and Kingston.

1.3. The Site lies adjacent to the High Street conservation area and is in close proximity to two other conservation areas which together include several grade II listed buildings and buildings of townscape merit. The Site is located within the Strawberry Hill and Teddington East landscape character area and borders the Hampton Hill and Teddington West landscape character area. Both character areas are of a *Moderate* condition with a consistent and coherent pattern of townscape elements.

1.4. The surrounding commercial buildings are a mix of heights ranging from 2 to 7 storeys and help to screen and filter views from the surrounding context, confining views to glimpses from adjacent streets.

1.5. The proposed scheme would replace the existing 2 storey office building with a 5-7 storey mixed commercial and residential building with undercroft car parking and associated hard and soft landscape.

2. Methodolgy

2.1. The Appraisal applies a methodology developed by Allen Pyke Associates that is based on best practice as set out in the Guidelines for Landscape and Visual Impact Assessment; Third Edition, 2013 (GLVIA3) published by the Landscape Institute and IEMA.

2.2. GLVIA3 states that the role of a Landscape and Visual Impact Assessment (LVIA) is to "consider the effects of development on the landscape as a resource in its own right and the effects on views and visual amenity". It refers to 'landscape', as adopted by the Council of Europe in the European Landscape Convention 2002, as being "an area, as perceived by people, whose character is the result

of the action and interaction of natural and /or human factors." The application of the Convention is inclusive referring to natural, rural, urban and peri-urban areas, including land, inland water and marine areas and it goes on to state that it "concerns landscapes that might be considered outstanding as well as everyday or degraded landscapes".

2.3. GLVIA3 requires that professional judgements are "reasonable and based on clear and transparent methods" and that "in carrying out an LVIA the landscape professional must always take an independent stance, and fully and transparently address both the negative and positive effects of a scheme in a way that is accessible and reliable for all parties concerned". Appendix A provides a definition of the terms used throughout this report.

2.4. The assessment is undertaken in two parts; first, the baseline study (Section 3.0 below), which is a combination of desk-based research and site visits undertaken in April 2016 are used to assess the existing site conditions and considers the landscape elements, (landform, vegetation, historic features, adjacent development, key views etc) that make up The Site and its surrounding context. This information provides the evidence base for an assessment of the sensitivity of the landscape character and visual amenity, which considers existing views into and out of The Site from a variety of viewpoints and residential properties. It should be noted that, where access to private properties was not possible, the assessment is based on the nearest publicly accessible viewpoint.

2.5. The second part of the assessment considers the impact of the proposals, including the built form, associated infrastructure and any planting, on the character of the landscape and visual amenity. The baseline studies and an understanding of the proposals have been used to establish the potential magnitude, and significance, of the changes resulting from the proposed development.

Assumptions and Limitations

2.6. The general limitation to any visual assessment covering a large open landscape or urban area is that it cannot include every receptor viewpoint or character area. The viewpoints have been selected to provide a range of representational character and visual locations from which The Site can be seen from public vantage points.

2.7. The assessment was undertaken during early spring (April 2016) when deciduous trees were beginning to leaf, the visibility of The Site will decrease in summer with the presence of foliage on trees and other vegetation. The assessment takes into account the potential reduced visibility during summer months. Assumptions have had to be made about the likely effects from private properties and views from upper floor windows.

3. Baseline Assessment

The Site and Surrounding Context

3.1. The Site, which is approximately 0.06ha in area and broadly rectangular in shape is located at the western end of Teddington High Street, on the southern side, approximately 250m north of Teddington Rail Station, in the London Borough of Richmond upon Thames (LBRuT). It lies adjacent to the railway line in a predominantly commercial area with residential properties beyond.

3.2. The ground floor of the building has direct pedestrian access from the High Street and the undercroft has vehicular access from Station Road via Enterprise Way, through Teddington Business Park. Stepped access from the undercroft level, which is used for parking and refuse storage, access the ground floor.

Site Description

3.3. The Site is predominantly occupied by the footprint of a 2 storey office building with undercroft car parking, associated hard landscape and raised planters with shrubs and small trees. The northern boundary of brick walls, railings and low raised planters fronts onto Teddington High Street. Part of the eastern boundary faces onto a small pocket of open land called Jubilee Gardens, with the other, formed by a 4 storey building with residential above a restaurant on the ground floor. The railway line between Strawberry Hill and Hampton Wick forms the western boundary of The Site. The southern boundary is not physically delineated but lies adjacent to a range of 2 storey commercial buildings associated with Teddington Business Park.

Informer House and The Site from the High Street

Supporting photograph to illustrate The Site

Planning Context

National Policies

3.4. The web-based National Planning Policy Guidance (NPPG) gives details of the national policy context which is currently set by the National Planning Policy Framework (NPPF), adopted in March 2012 This provides the framework which all local policy must implement. It sets out national policy with an emphasis on promoting sustainable development when determining planning applications.

3.5. The NPPF sets 13 Core Principles to underpin planning and decision making, of these: Principle 4 highlights the importance of high quality design and Principle 5 sets out the importance of landscape character and the intrinsic character and beauty of the countryside in supporting thriving rural communities.

3.6. The NPPF has 13 policy sections, five of which are relevant to this assessment:

- **Section 2** (Para 23-27) sets out requirements for local planning authorities to "recognise town centres as the heart of their communities and pursue policies to support their viability and vitality"
- **Section 6** (Para 47-56) highlights that housing applications should be considered in the context of the presumption in favour of sustainable development;
- **Section 7** (Para 56-68) highlights the importance of high quality, inclusive design and the connections between people and places and the integration of new development into the natural, built and historic environment which responds to local character and is "visually attractive as a result of good architecture and appropriate landscaping";
- **Section 11** (para 109-125) identifies the importance of enhancing the natural and local environment through "recognising the benefits of ecosystem services, and minimising impacts on biodiversity and providing net gains".
- **Section 12** (para 126-141) sets out requirements for local authorities relating to the "conservation and enjoyment of the historic environment" and the desirability of new development making a positive contribution to the local character and distinctiveness".

Regional Policies

3.7. The London Plan (2011, updated 2013 and 2015) is the overall strategic plan for London and sets out a fully integrated economic, environmental, transport and social framework for the development of the Capital to 2031. Its policies are intended to guide decisions on planning applications by councils and the Mayor. Policies of relevance to the proposed development include:

- *Policy 2.15 Town Centres* - The Mayor will, and boroughs and other stakeholders should, co-ordinate the development of London's network of town centres
- *Policy 3.6 Children and young people's play and informal recreation facilities* - The Mayor and appropriate organisations should ensure that all children and young people have safe access to good quality, well-designed, secure and stimulating play and informal recreation provision, incorporating trees and greenery wherever possible.
- *Policy 5.10 Urban Greening* - The Mayor will promote and support urban greening, such as new planting in the public realm (including streets, squares and plazas) and multi-functional green infrastructure, to contribute to the adaptation to, and reduction of, the effects of climate change.
- *Policy 5.11 Green Roofs and Development Site Environs*- Major development proposals should be designed to include roof, wall and site planting, especially green roofs and walls where feasible.
- *Policy 5.13 Sustainable Drainage* - Development should utilise sustainable urban drainage systems (SuDS) unless there are practical reasons for not doing so, and should aim to achieve greenfield run-off rates and ensure that surface water run-off is managed as close to its source as possible.
- *Policy 7.2 An Inclusive Environment* - The Mayor will require all new development in London to achieve the highest standards of accessible and inclusive design and supports the principles of inclusive design.
- *Policy 7.3 Designing out Crime* - Boroughs and others should seek to create safe, secure and appropriately accessible environments where crime and disorder, and the fear of crime do not undermine quality of life or community cohesion.
- *Policy 7.4 Local Character* - Development should have regard to the form, function, and structure of an area, place or street and the scale, mass and orientation of surrounding buildings. It should improve an area's visual or physical connection with natural features.
- *Policy 7.5 Public Realm* - London's public spaces should be secure, accessible, inclusive, connected, easy to understand and maintain, relate to local context, and incorporate the highest quality design, landscaping, planting, street furniture and surfaces.
- *Policy 7.7 Location and Design of Tall and Large Buildings* - Tall and large buildings should be part of a plan-led approach to changing or developing an area by the identification of appropriate, sensitive and inappropriate locations. Tall and large buildings should not have an unacceptably harmful impact on their surroundings.

Local Policies

3.8. Current policies are set out in the London Borough of Richmond (LBRUT) Core Strategy (2009) and Adopted Development Management Plan (2011):

- *Policy CP4 Biodiversity* - Biodiversity enhancements will be encouraged particularly in areas of deficiency
- *Policy CP7 Maintaining and Improving the Local Environment* - All new development should recognise distinctive local character and contribute to creating places of a high architectural and urban design quality…Proposals … will have to illustrate that they connect positively with their surroundings to create safe and inclusive places thought the use of good design principles including layout, form, scale, materials, natural surveillance and sustainable construction.
- *Policy CP8 Town and Local Centres* - The Borough's town and local centres have an important role, providing shops, services, employment opportunities, housing and being a focus for community life.
- *Policy DM DC 1 Design Quality* - New development must be of a high architectural and urban design quality based on sustainable design principles. Development must be inclusive, respect local character including the nature of a particular road, and connect with, and contribute positively, to its surroundings based on a thorough understanding of the site and its context. In assessing the design quality of a proposal the Council will have regard to the following:
    - compatibility with local character including relationship to existing townscape and frontages, scale, height, massing, proportions and form
    - sustainable development and adaptability, subject to aesthetic considerations
    - layout and access
    - space between buildings and relationship to the public realm
    - detailing and materials
- *Policy DM OS 3 Other Open Land of Townscape Importance* - Other open areas that are of townscape importance will be protected and enhanced in open use. It will be recognised that there may be exceptional cases where appropriate development is acceptable. The following criteria must be taken into account when assessing appropriate development:
    1. It must be linked to the functional use of the Other Open Land of Townscape Importance; or
    2. It can only be a replacement or minor extension of existing built facilities;

3. In addition to 1. or 2., it does not harm the character and openness of the open land.

Improvement and enhancement of the openness and character of other open land and measures to open up views into and out of designated other open land will be encouraged where appropriate.

When considering developments on sites outside designated other open land, any possible visual impacts on the character and openness of the designated other open land will be taken into account

- *Policy DM OS 5 Biodiversity and New Development*– Other All developments will be required to enhance existing and incorporate new biodiversity features and habitats into the design of buildings themselves as well as in appropriate design and landscaping schemes of new developments with the aim to attract wildlife and promote biodiversity, where possible.
- *Policy DM TC 1 Larger Town Centres* - Proposals that contribute towards a suitable mix of uses will be approved, provided that they are appropriate to the function, character and scale of the centre
- *Policy DM HD 1 Conservation Areas* – Designation, Protection and Enhancement - The mis-use of metal, glass, wood cladding and non-traditional materials, where inappropriate, will not be permitted on, or in proximity to Listed Buildings, Buildings of Townscape Merit or in Conservation Areas.

3.1 Other LBRUT documents of relevance include:

- Design Quality SPD (2006)
- The Residential Development Standards SPD (2010)
- Public Space Design Guide (2006)
- Conservation Areas (2002)

Public Rights of Way

3.9. There are no Public Rights of Ways (PRoW) through or adjacent to The Site.

Heritage and Listed Buildings

3.10. There are no listed buildings within The Site, but there are several Grade II Listed buildings/structures in the vicinity including Elmfield House, Teddington Library, Lloyds Bank, The Park Hotel (listed as Clarence Hotel), and Adelaide House and Clarence House (see Figure 2). The Site is visible from both Elmfield House, 70m to the north and Lloyds Bank, 105m to the north east. Many of the surrounding buildings are locally listed being recognised as Buildings of Townscape Merit

and on the hole are found within the conservation areas. This report considers the potential effects on listed buildings as part of the assessment on character and conservation areas and only considers those within the vicinity of the site, as the intervening built form and vegetation restricts the scope of their setting.

Conservation Areas

3.11. The Site is not located within a Conservation Area, but is located on the edge of Teddington High Street Conservation Area (37). Two further Conservation Areas, Park Road (22) and Blackmore's Grove (27) are located 50m and 100m respectively from the Site boundary, see Figure 2-3. The conservation areas form part of the published landscape character areas which are described in the following sections.

Existing Landscape Character

3.12. This section reviews published landscape and townscape character assessments, describes the character of the site and its setting and assesses the sensitivity of the site and its surroundings. Sensitivity is derived from the landscape's susceptibility to change, namely 'the ability to accommodate the proposed development without undue negative consequences' and the value of the character area and its features.

National Level

3.13. Natural England locates the site within Local Character Area (LCA) 115: Thames Valley, however the LCA covers a wide area from Reading to the west right through to Richmond in the east and the assessment does not differentiate between the finer grain of areas. It does not therefore provide any relevant assessment of the character of the site and its immediate surroundings.

Local Level

3.14. The LBRUT Design Quality SPD locates the site within LCA *Strawberry Hill and Teddington East* (see Figure 3). The Site is located at the western edge of the LCA and is adjacent to the railway line which also forms the boundary of the neighbouring LCA *Hampton Hill and Teddington West*.

LCA Strawberry Hill and Teddington East

3.15. LCA *Strawberry Hill and Teddington East* is characterised by the LBRUT Design Quality SPD as "A suburban character area less tightly developed than Twickenham with small pockets of open space and large gardens with significant numbers of trees. Teddington High Street retains a mix of attractive Victorian and Edwardian shopping parades (some with original shop fronts) and Artisan Cottages in small side streets." There are several conservation areas within the character area, two

of which are in close proximity to The Site, High Street (Conservation Area 37) and Blackmores Grove Conservation Area 39).

LCA Hampton Hill and Teddington West

3.16. The LBRuT Design Quality SPD characterises LCA *Hampton Hill and Teddington West* as "residential with predominately Victorian and Edwardian character of uniform semi-detached homes in avenues of mature trees. There are also many pockets of modern design terraced housing and flats arranged in courts and parklands with high standards of landscape quality." Park Road (Conservation Area 22) is in close proximity to the site.

Assessment of Townscape Character

3.17. To assess the impact of development on landscape character Allen Pyke Associates have used the local LCA's, conservation area statements and information from the site visit to determine the sensitivity of each landscape character area.

3.18. The methodology set out in Appendix A has been used to review and assess the *Character*, *Condition* and *Value* of each character area. The '*Character*' and '*Condition*' ratings then determine the '*Susceptibility to Change*'. The '*Value*' and '*Susceptibility to Change*' determine the '*Sensitivity*' of each character area. A description of each area that has the potential to be influenced by the proposals for the site is provided below with a summary provided in Table 1 (The definitions of terms can also be found in Appendix A).

LCA Strawberry Hill and Teddington East

3.19. The predominantly intact suburban nature of the area forms a coherent pattern and townscape with a distinct sense of place which is reflected by the presence of several conservation areas and ranks the character area as *High*. The *Moderate* condition results in a *High* susceptibility to change which means that the character area has a low ability to accommodate changes. This assessment ranks the overall sensitivity to change as *High*.

LCA Hampton Hill and Teddington West

3.20. The character area has a recognisable pattern, but with some incongruous elements associated with modern terraced housing and flats. The presence of conservation areas and generally high standards of landscape quality give the area a *Moderate* character and condition which results in a *Medium* susceptibility to change, meaning that the character area has a moderate ability to accommodate changes. This assessment ranks the overall sensitivity to change as *Moderate*.

LCA High Street, Broad Street and Park Road

3.21. The character of the site and its immediate context differs to the key elements identified in the Design Quality SPD character areas. The presence of Victorian and Edwardian shops is reduced and the townscape is dominated by larger and taller modern office and commercial buildings, which marks a transition between the High Street (Conservation Area 37), Broad Street, a continuation of the main shopping district and Park Road (Conservation Area 22). This transitional area, dominated by a confluence of 'A' Roads and the railway bridge, features several open spaces and forms a distinct area with a contrast between historic and modern architecture, whose usage helps to define a civic character area. Some of Teddington's most visually prominent listed buildings can be found here including Elmfiled House, Clarence Hotel (The Park Hotel), and Adelaide House and Clarence House. Considering the above, the area is of *Moderate* character and condition resulting in a *Medium* susceptibility to change, which means that the character area has a moderate ability to accommodate changes. This assessment ranks the overall sensitivity to change as *Moderate*.

The site

3.22. The Site itself is almost entirely occupied by the footprint of a modern 2 storey office building with undercroft parking and is in keeping with LCA High Street, Broad Street and Park Road. The Site is of *Moderate* character and condition which results in a *Medium* susceptibility to change which means that The Site has a moderate ability to accommodate changes. This assessment ranks the overall sensitivity to change as *Moderate*.

Character Area Name	Character	Condition	Susceptibility to change	Value	Sensitivity
Strawberry Hill and Teddington East LCA	High	Moderate	High	Moderate	High
Hampton Hill and Teddington West LCA	Moderate	Moderate	Medium	Moderate	Moderate
Junction of High Street, Broad Street and Park Road	Moderate	Moderate	Medium	Moderate	Moderate
The Site	Moderate	Moderate	Medium	Moderate	Moderate

Table 1: Summary table of Landscape Character Area Sensitivity

Existing Visibility

3.23. The site is located along Teddington High Street beside the railway bridge which gives the appearance that the site is elevated. The site visit in April 2016 was used to assess the existing visibility of the Site from a number of public vantage points including roads and PRoW and visibility from local properties and businesses identifying a number or Visual Receptors (VR) which are illustrated on Figure 4. From this assessment a Zone of Visual Influence (ZVI) has been produced

(see Figure 04). The ZVI is the area from which the site and future proposals might be seen and is determined by the landform, topographical features such as surrounding buildings and vegetation (whose screening capacity may change through the seasons) and the scale and height of the proposed development. It is important to note that the assessment was undertaken at the beginning of spring, when deciduous trees where only just coming into leaf, and the visibility of the site may decrease in later spring and summer when there is more foliage on trees and hedgerows. The assessment has been undertaken with a judgement made assuming the lower visibility during summer months.

3.24. The methodology has been applied to assess the Type of Receptor, Quality of View and Value of View of each Visual Receptor (VR). The Type of Receptor and Quality of View determines the Susceptibility to Change while the Value of View and Susceptibility of Change determines the Sensitivity of each Visual Receptor. This is summarised in Table 2 below. (The definitions used can be found in Appendix A).

3.25. The visibility from the roads, footpaths and publically accessible areas within the townscape are illustrated on Figure 4 and the photographs on Figures 5-11 further demonstrate typical views to the site from these areas. The following paragraphs describe the views and visibility of the site from a number of representative visual receptors (VR) and a summary table is provided at the end of this section.

VR1 Teddington Station Commuters

3.26. Views to the Site, see Figure 4, from Teddington Station are largely open, but filtered with occasional deciduous vegetation/trees approximately 4-6m in height along the shallow railway cutting. The view of the site is seen in the context of railway infrastructure including large signage, lighting, tracks, security fencing, the business units at Teddington Business Park and the taller 4 – 7 storey developments of the residential apartments and the Travelodge adjacent to the site. The view reduces further south along the platform. There is also a slightly elevated glimpse through the widows of the enclosed footbridge over the tracks, but the elements and proportion of those elements within the view, largely remain the same. The receptor is identified as 'C', meaning *Low,* where there is little appreciation of the view. The *Low* receptor and *Moderate* nature of the view results in a *Low* susceptibility to change. The value of the view is *Low being* of no intrinsic merit which results in an overall *Low* sensitivity.

VR 2 Residents along Station Road

3.27. Residents on Station Road will experience variations in their view depending on the proximity to the site, the majority of these are indirect and. The representational view on Figure 5 illustrates a view towards the site who's fore-ground and mid-ground is dominated by Teddington Business Park,

the existing office building on the site and the adjacent Travelodge. General street infrastructure of lighting, signage and utility poles and cables are all typical minor elements within the view. Occasional large street trees and mature front garden vegetation filter views towards the site. The *High* rank of the receptor and *Poor* nature of the view as a result of it being largely obscured equates to a *Medium* susceptibility to change. The value of the view is *Low being* of little intrinsic merit which results in an overall *Low* sensitivity.

VR 3 Residents of Hales Court

3.28. The photograph on Figure 6 is representative of ground floor views that some residents will have from the flats within Hales Court. This view will increase from windows at upper levels. The view taken from the neighbouring carpark shows a 'gap' in the built form which allows a confined and distant view towards the site between other residential properties. Mature tree planting filters the view which will further decrease as the summer progresses and the tree canopies come into full leaf. The *High* rank of the receptor and *Poor* nature of the view as a result of it being largely obscured equates to a *Medium* susceptibility to change. The value of the view is *Moderate* considering there are few incongruous elements which results in an overall *Moderate* sensitivity.

VR 4 Users of Teddington High Street

3.29. Teddington High Street is designated a Conservation Area and the view (see Figure 6) taken from the eastern end of the street represent the long vista looking towards the Site. At this point, there is no direct view into the site and the existing building cannot be seen. This view is confined by the traditional shops lining the street and changes as you walk along it. As the high street widens at the western end in front of the grade II listed Elmfield House, the front of the existing building on the Site comes into view. The view changes as you walk along the High Street with the curved nature preventing any views for the greater part. The *Moderate* rank of the receptor and *Poor* nature of the view as a result of it being largely screened equates to a *Low* susceptibility to change. The value of the view is *High* considering the good scenic value of the High Street and conservation area designation which results in an overall *Moderate* sensitivity.

VR 5 Western High Street People at work

3.30. There are various glimpsed views of the Site from the western end of the high street from surrounding office buildings (see Figure 7). Some of these views from ground and lower floor windows will be filtered by intervening vegetation and street furniture, while views from upper floor windows will be largely open. All views will be seen in the context of a busy High Street with pedestrian and vehicular traffic. The *Moderate* rank of the receptor and *Moderate* nature of the view as a result of it being largely open equates to a *Medium* susceptibility to change. The value of the

view is *Moderate* considering there are few incongruous elements and the conservation area designation which results in an overall *Moderate* sensitivity.

VR 6 People using gardens in front of Elmfield House

3.31. The Site, a minor element within the wider street scene, can be glimpsed through the intervening vegetation of the gardens (see Figure 7), which represent an important amenity space along Teddington High Street. The *High* rank of the receptor and *Moderate* nature of the view as a result of it being largely open equates to a *High* susceptibility to change. The value of the view is *Moderate* considering there are few incongruous elements and the conservation area designation which results in an overall *High* sensitivity.

VR 7 Residents along Waldegrave Road

3.32. The Site is a minor element and one of many other elements within the field of view from Waldegrave Road. Residents view towards the Site is, for the most, are indirect and filtered by the surrounding built form and mature trees along the road and in private gardens (see Figure 8). Residents closer to the Site will experience a more open view especially from first floor windows, but these will be seen in the context of the urban skyline associated with the High Street. The *High* rank of the receptor and *Poor* nature of the view as a result of it being difficult to see in the distance equates to a *Medium* susceptibility to change. The value of the view is *Moderate* considering there are few incongruous elements which results in an overall *Moderate* sensitivity.

VR 8 Residents at Church Lane and Bychurch End

3.33. The photograph on Figure 8, taken from the carpark at Bychurch End, is representative of the resident's views from the flats at Bychurch End and terraced housing along Church Lane. The view towards the Site is obscured largely by intervening built form, but the roof line of the Travelodge hotel (adjacent to the Site) can clearly be seen over the terraced houses. The views are greater from these terraced house and their first/second floor windows, but are filtered by the mature vegetation along the railway bank. The *High* rank of the receptor and *Poor* nature of the view as a result of it being largely obscured equates to a *Medium* susceptibility to change. The value of the view is *Low* being of little intrinsic merit which results in an overall *Low* sensitivity.

VR 9 Users of Broad Street

3.34. Views from Broad Street are confined to the eastern end (see figure 9). They are confined by the built form of the shopping street and mature vegetation with the adjacent 7 storey Travelodge in the background. The *Moderate* rank of the receptor and *Poor* nature of the view as a result of it

being largely enclosed equates to a *Low* susceptibility to change. The value of the view is *Low,* having no particular value attached to it, which results in an overall *Low* sensitivity.

VR 10 Residents on Middle Lane and Park Lane

3.35. Resident's views towards the Site are dominated by a group of modern buildings and the junction of busy roads that create a wide open street scene with associated signage and lighting (see figure 9). The foreground contains shrub planting and seating areas with street trees. It is likely there will be glimpsed views of the Site from upper storey windows. The *High* rank of the receptor and *Poor* nature of the view as a result of it being largely obscured equates to a *Medium* susceptibility to change. The value of the view is *Low* as it contains little of any intrinsic merit despite its location along the boundary of the Park Road conservation area which results in an overall *Low* sensitivity.

VR 11 Workers and clientele of buildings along Park Road

3.36. There are a number of large office buildings and the Park Hotel that back on to the railway line that have views towards the Site. Figure 10 is representative of these views which shows that the Site and current building of Informer House can be seen beyond a 2m high brick wall which becomes a 2m close board fence behind the Park Hotel. The Site is part of the view which also includes the adjacent Travelodge hotel and Teddington Business Park in the background. The view also includes part of an office building and associated car park in the foreground. Either side of the railway line is vegetated up to approximately 8 metres which filters the view from ground and lower floors. Upper storey windows will have more open views in to the Site. The *Moderate* rank of the receptor and *Moderate* nature of the view as a result of it being largely open equates to a *Medium* susceptibility to change. The value of the view is *Poor,* being of low importance, which results in an overall *Low* sensitivity.

VR 12 Users of Bushby Park

3.37. There is a distant and glimpsed view toward the Site from Bushy Park, indicated by part of the adjacent Travelodge hotel being visible over the roof tops of the residential properties (see figure 10). This view is filtered by the mature trees throughout the intervening suburban area, during summer months the view would be reduced. The designation of Bushy Park as an historic Park and garden, its intrinsic beauty and scenic quality give weight to the value of the view. The *High* rank of the receptor and *Poor* nature of the view as a result of it being difficult to perceive in the distance equates to a *Medium* susceptibility to change. The value of the view is *High* as it is across a Registered Park and Garden which results in an overall *High* sensitivity.

VR 13 Workers and clientele of Teddington Business Park and the Travelodge

3.38. The receptor at this location is likely to experience the most change, especially during construction. The view is predominantly indirect from the building windows, but is open to the site and the existing building (see figure 11). The view however is seen in the context of neighbouring tall buildings. The *Moderate* rank of the receptor and *Moderate* nature of the view as a result of it being largely open equates to a *Medium* susceptibility to change. The value of the view is *Poor,* being of low importance, which results in an overall *Low* sensitivity.

Visual Receptor Name	Type of receptor	Nature of view	Susceptibility to change	Value of view	Sensitivity
VR 1 Teddington Station Commuters	C	Moderate	Low	Low	Low
VR 2 Residents along Station Road	A	Poor	Medium	Low	Low
VR 3 Residents of Hales Court	A	Poor	Medium	Moderate	Moderate
VR 4 Users of Teddington High Street	B	Poor	Low	High	Moderate
VR 5 Western High Street People at work	B	Moderate	Medium	Moderate	Moderate
VR 6 People using gardens in front of Elmfield House	A	Moderate	High	Moderate	High
VR 7 Residents along Waldegrave Road	A	Poor	Medium	Moderate	Moderate
VR 8 Residents at Church Lane and Bychurch End	A	Poor	Medium	Low	Low
VR 9 Users of Broad Street	B	Poor	Low	Low	Low
VR 10 Residents on Middle Lane and Park Lane	A	Poor	Medium	Low	Low
VR 11 Workers and clientele of buildings along Park Road	B	Moderate	Medium	Poor	Low
VR 12 Users of Bushy Park	A	Poor	Medium	High	High
VR 13 Workers and clientele of Teddington Business Park and the Travelodge	B	Moderate	Medium	Poor	Low

Table 2: Summary table of Visual Receptor Sensitivity

Site Sensitivity Summary

3.39. The site is still being used for offices, boundary walls and perimeter ornamental planting are all being maintained in a *Moderate* condition. Views of the Site are confined to the immediate network of streets adjacent to the site. The intervening built form and vegetation restrict views within the wider urban and suburban context. Longer distance views are occasionally and partially glimpsed along a curved street or between buildings. Overall, the general consistent topography of the area and the density of the urban grain has limited the ZVI.

4. Description of the Proposal

4.1. Informer House is to be demolished and replaced with a 5-7 story mixed use building with commercial units on the ground floor and residential above. The angled frontages of the proposed building and the varying height (stepping from 5-7 storey) will break up the massing and give the appearance of three separate blocks.

4.2. The existing vehicular Site access at lower ground floor level will remain via Teddington Business Park and will be used for parking, cycle storage, refuse and plant. The Ground floor will consist of commercial space with a central shared residential entrance.

4.3. Public realm at the ground floor level will consist of three terraces at different levels that will give access to the commercial and resident units. The space will include cycle parking and planting to soften the streetscape.

4.4. Best practice and high quality design are proposed in terms of layout, design and use of materials. Design references will be taken from the wider area and a carefully selected materials palette will be used to complement the adjacent character areas of *Hampton Hill and Teddington West LCA* and *Junction of High Street, Broad Street and Park Road LCA*. This, along with good landscape / streetscape treatment, appropriate planting and future management will respond to the local context. This, along with good landscape / streetscape treatment, appropriate planting and future management will respond to the local context.

5. Effects of the Proposals

5.1. This section of the report considers the effects of the proposed development, on both the landscape character and visual amenity. The *Effects* of development are considered in terms of *Magnitude of Change* and the *Sensitivity* of both the landscape character areas and visual receptors. The *Direction of Effects* are either adverse, beneficial or neutral. *Effects* are predicted at two stages: during construction and during operation, to establish the temporary and residual implications of the development proposals. The definitions of terms used are found in Appendix A.

Assessment of Effect on Character

5.2. The *Effects* on the landscape character areas are based on the *Sensitivity* and *Susceptibility to Change* of each area as defined in the baseline assessment (See Table 1).

National Level

5.3. The magnitude of change from the proposed development would be insignificant in terms of the National Character Area and would not have any short or long-term effects on the overall area. The significance of the effects would be *Neutral*.

Local Level

5.4. The effects of the scheme are limited to a small area around the site, The predicted effects on the 4 areas are:

LCA Strawberry Hill and Teddington East

5.5. The Site is a small element within the character area and the change of use on site will result in a *Low* magnitude of change during both construction and once operational. The effect on the character area will be *Moderate* and *Adverse* during construction, but will be *Moderate* and *Neutral* once operational as the completed scheme will reflect the scale and height of adjacent developments.

LCA Hampton Hill and Teddington West

5.6. The Site is a small element adjacent to the character area and the change of use on site will result in a *Low* magnitude of change during construction and *Negligible* operational. The effect on the character area will be *Minor* and *Adverse* during construction, but will be *Minor* and *Neutral* once operational, as the completed scheme will reflect the scale and height of adjacent built form of Teddington High Street.

LCA High Street, Broad Street and Park Road

5.7. The Site is at a central location within this small character area, and the scale of the change during construction will result in a *High* magnitude of change reducing to *Medium* once operational as the building will form part of a group of larger scale buildings at the northern end of the High Street and conservation area. The temporary effect on the character area will be *Substantial* and *Adverse* during construction associated with activity of construction traffic, machinery and tall equipment such as cranes, but will be *Minor* and *Neutral* once operational, as the completed scheme will reflect the scale and height of adjacent built form of Teddington High Street, Broad Street and Park Road character area.

The site

5.8. The site itself is almost entirely occupied by the footprint of a modern 3 storey office building of which the proposed new development will replace, as a result the magnitude of change at both construction and once operational will be *High*. The domination of construction activity and

associated equipment on the site will give a *Substantial* and *Adverse* temporary effect. Once the site is operational the effect will remain *Substantial* but the direction will be *Beneficial* as the new development will make a positive contribution to the character of the town centre.

Character Area Name	Sensitivity	Magnitude of Change		Significance of Effects and Direction on Landscape Character	
				Temporary Effects	Residual Effects
		Constr/tion	Opp/ational	Constr/tion	Opp/ational
Strawberry Hill and Teddington East LCA	High	Low	Low	Moderate and Adverse	Moderate and Neutral
Hampton Hill and Teddington West LCA	Moderate	Low	Negligible	Minor and Adverse	Minor and Neutral
Junction of High Street, Broad Street and Park Road	Moderate	High	Medium	Substantial and Adverse	Moderate and Beneficial
The Site	Moderate	High	High	Substantial and Adverse	Substantial and Beneficial

Table 3: Summary table of Significance of Effects on Landscape Character Area

Night time effects

5.9. The addition of lighting in this area will have a limited effect at night due to the existing lighting in place along the High Street and the adjacent buildings. The impact of lighting can be reduced through the specification of fittings which avoid light pollution and should not have any harmful effects on the neighbouring areas.

Assessment of the Visual Effects of Developments

5.10. This section sets out the assessment of potential effects of development on the identified visual receptors. The assessment considers the potential effects during construction and once operational. Table 4 below summarises the effects as a result of the proposed development on the visual receptors.

VR 1 Teddington Station Commuters

5.11. The Site during construction would be one of a number of prominent elements in the view for the commuters using the station (Figure 5). The increase in height from the current building will result in a *Medium* magnitude of change during construction and once operational. The effect during construction will be *Minor* and *Adverse* because of the receptors proximity to the Site and the prominence of the new building within the view. Once the site is operational the form and height of the building will complement the surrounding architecture resulting in a *Minor* and *Beneficial* effect.

VR 2 Residents along Station Road

5.12. The Site during construction would be one of a number of prominent elements in the view for the residents along Station Road (Figure 5) including the mature street trees and front garden vegetation. Works to facilitate the build such as large plant and scaffold will result in a *Medium* magnitude of change during construction. Once operational, the magnitude of change will be *Low*. The effect during construction will be *Minor* and *Adverse* because of the receptors proximity to the Site and the prominence of the new building within the view. Once the site is operational the building will complement the skyline and become less prominent within the view resulting in a *Minor* and *Neutral* effect.

VR 3 Residents of Hales Court

5.13. The view to the Site (Figure 6) is distant and confined by existing built form and vegetation resulting in a *Low* magnitude of change during construction reducing to a *Negligible* magnitude of change once operational. The temporary effect on the view would be *Minor* and *Adverse* and once operational and all activity associated with construction has gone, the effect would be *Neutral* and *Neutral*.

VR 4 Users of Teddington High Street

5.14. The Site during construction would be one of many elements within the view (Figure 6). The perception of these changes would change depending on where pedestrian and or shoppers where on the High Street, but would generally be greater when in close proximity and also when furthest away as the building and works to facilitate it will feature as a minor element on the skyline, the curve of the street preventing views along the greater part. The *Moderate* sensitivity of the view results in a *Moderate* magnitude of change during construction reducing to *Low* once operational. The temporary effects will be *Moderate* and *Adverse* during construction, reducing to *Minor and Beneficial* as the new building will complement the existing architecture and skyline of the High Street.

VR 5 Western High Street People at work

5.15. During construction the Site will become a notable but glimpsed element within the view (Figure 7) resulting in a *Medium* magnitude of change reducing to *Low* once operational. The scale of the new building during construction will result in *Moderate* and *Adverse* temporary effects. Once operational and all activity associated with construction has gone, the effect would be *Minor* and *Beneficial* as the new built form complements the adjacent buildings.

VR 6 People using gardens in front of Elmfield House

5.16. The Site, a minor element within the wider street scene, can be glimpsed through the intervening vegetation of the gardens (Figure 7). Construction of the building will result in a *Medium* magnitude of change to this view reducing to *Low* once operational. The temporary effect on the view will be *Substantial* and *Adverse* during the construction period although the existing vegetation will largely filter views through summer months. The effects once operational will be *Moderate* and *Neutral* as the new building will complement the context and reflect the existing view.

VR 7 Residents along Waldegrave Road

5.17. The Site is a minor element and one of many other elements within the field of view from Waldegrave Road (Figure 8). Residents view towards the Site is, for the most, are indirect and filtered by the surrounding built form and mature trees along the road and in private gardens (see Figure8). The magnitude of change during construction will be *Low*, reducing to *Negligible* once operational. The distant form the site and intervening built form and vegetation results in *Minor* and *Adverse* temporary effects during construction, reducing to *Minor* and *Neutral* once operational.

VR 8 Residents at Church Lane and Bychurch End

5.18. The view towards the Site is obscured largely by intervening built form, but upper storeys of the proposed development will be visible above the roof tops and mature vegetation (Figure 8). The magnitude of change during construction will be *Medium*, reducing to *Low* once operational. The intervening built form and the existing visibility of adjacent tall buildings results in *Minor* and *Adverse* temporary effects during construction, reducing to *Minor* and *Neutral* once operational.

VR 9 Users of Broad Street

5.19. Views from Broad Street are restricted by the buildings and mature trees along the street and confined to the eastern end (Figure 9). This is an active high street with a number of busy road junctions and associated signage. The magnitude of change during construction will be *Medium*, reducing to *Low* once operational. The confined nature of the view and existing tall buildings as context results in *Minor* and *Adverse* temporary effects during construction. Once operational the residual effect will be *Minor* and *Beneficial.*

VR 10 Residents on Middle Lane and Park Lane

5.20. During construction residents will have occasional glimpsed views over and or between existing buildings to the works on Site (Figure 9) resulting in a *Low* magnitude of change reducing to *Negligible*

once operational. The scale of the new building and plant used during the construction process will result in *Minor* and *Adverse* temporary effects. Once operational and all activity associated with construction has gone, the effect would be *Neutral* as the new built form that complements the adjacent buildings will assimilate into the existing townscape view.

VR 11 Workers and clientele of buildings along Park Road

5.21. Resident's views towards the Site are dominated by a group of modern buildings and the junction of busy roads that create a wide open street scene with associated signage and lighting (Figure 10). The close proximity of the receptor to The Site gives a *Medium* magnitude of change during construction and *Low* once operational. The sensitivity of the receptor is *Low* which results in the initial temporary effects being *Minor* and *Adverse,* but once operational the residual effects will be *Minor* and *Neutral* as the proposed building is assimilated into the surrounding tall buildings.

VR 12 Users of Bushby Park

5.22. There is a distant and glimpsed view toward the Site from Bushy Park, indicated by part of the adjacent Travelodge hotel being visible over the roof tops of the residential properties (Figure 10). The view from Bushy Park has a *High* sensitivity, but the magnitude of change is *Negligible* because of the distant from the site. The distant and filtered view of the proposed building will result in a *Minor* and *Neutral* temporary effect during construction. The residual effect will be *None* and *Negligible* as the new building its barely perceivable on the distant skyline and blends into the existing view.

VR 13 Workers and clientele of Teddington Business Park and the Travelodge

5.23. The view is predominantly indirect from the building windows, but is in close proximity to the site and the existing building. The magnitude of change will be *medium* during construction and *Low* once operational. The indirect nature of the view and *Low* sensitivity result in a *Minor* and *Adverse* temporary effect during construction. The residual effect will be *Minor* and *Neutral* as the new building will quickly assimilate into the adjacent built form.

Visual Receptor Name	Sensitivity	Magnitude of Change		Significance of Effects and Direction on Visual Amenity	
				Temporary Effects	Residual Effects
		Constr/tion	Opp/ational	Constr/tion	Opp/ational
VR 1 Teddington Station Commuters	Low	Medium	Medium	Minor and Adverse	Minor and Beneficial
VR 2 Residents along Station Road	Low	Medium	Low	Minor and Adverse	Minor and Neutral
VR 3 Residents of Hales Court	Moderate	Low	Negligible	Minor and Adverse	Neutral and Neutral
VR 4 Users of Teddington High Street	Moderate	Medium	Low	Moderate and Adverse	Minor and Beneficial
VR 5 Western High Street People at work	Moderate	Medium	Low	Moderate and Adverse	Minor and Beneficial
VR 6 People using gardens in front of Elmfield House	High	Medium	Low	Substantial and Adverse	Moderate and Neutral
VR 7 Residents along Waldegrave Road	Moderate	Low	Negligible	Minor and Adverse	Neutral and Neutral
VR 8 Residents at Church Lane and Bychurch End	Low	Medium	Low	Minor and Adverse	Minor and Neutral
VR 9 Users of Broad Street	Low	Medium	Low	Minor and Adverse	Minor and Beneficial
VR 10 Residents on Middle Lane and Park Lane	Low	Low	Negligible	Minor and Adverse	Neutral and Neutral
VR 11 Workers and clientele of buildings along Park Road	Low	Medium	Low	Minor and Adverse	Minor and Neutral
VR 12 Users of Bushy Park	High	Negligible	Negligible	Minor and neutral	None and Neutral
VR 13 Workers and clientele of Teddington Business Park and the Travelodge	Low	Medium	Low	Minor and Adverse	Minor and Neutral

Table 4: Summary table of Significance of Effects on Visual Receptors

6. Summary and Conclusion

Site Description

6.1. The Site, which is approximately 0.06ha in area and broadly rectangular in shape is located at the western end of Teddington High Street, on the southern side, approximately 250m north of Teddington Rail Station, in the London Borough of Richmond upon Thames (LBRuT). It lies adjacent to the railway line in a predominantly commercial area with residential properties beyond. The site is occupied by the footprint of a 2 storey office building with undercroft car parking, associated hard landscape and raised planters with shrubs and small trees.

Development Proposals

6.2. The proposed development which consists of a 5-7 story mixed use building with commercial units on the ground floor and residential above. The building has been designed to reduce its massing and its height has been stepped to create a balanced relationship with neighbouring buildings.

Compliance with Planning Policy

6.3. This report has considered all relevant planning policies and concludes the scheme to be compliant with National, Regional and Local Plan policy and planning guidance.

Potential effect on Landscape Character

6.4. Effects on the character area of *Junction of High Street, Broad Street and Park Road* are restricted by the enclosure of the proposed development with the surrounding tall buildings, the tight urban grain of the town centre and surrounding residential streets and intervening vegetation. Effects will be greater during construction, but will reduce once The Site is operational. Initially these effects will be *Adverse* due to the nature of construction, but once operational the effect will be *Neutral* and *Beneficial* as the proposed new building will respond to its context, with its architecture, scale, massing, and materials complementing the adjacent character areas and contributing positivity to the town centre.

6.5. Effects on the character areas of Strawberry Hill and Teddington East LCA will be *Minor/Moderate* and *Neutral* once the site is operational as the proposed development integrates into the pattern and activity of the town centre. Effects will only be temporarily *Adverse* during construction and will only be experienced as a *Minor* element with the larger character area.

6.6. Effects on The Site will be *Substantial* because of the *High* magnitude of change, but they will be *Neutral* to *Beneficial* once operational as the proposed development assimilates into the adjacent buildings.

Potential effect on Visual Amenity

6.7. The Site is well contained by a combination of topography, vegetation and existing built form. The Site and its proposed building which will occupy the footprint of the current building is located in an area of high density taller buildings which limits its visibility from distant views.

6.8. Views are possible from the surrounding streets however these are partial and glimpsed views between the existing built forms of the town centre and are also filtered by intervening vegetation. The new building will be taller than the current building but it will be of a comparable height to its immediate neighbours and any views toward it are seen in this context of the town centre with its taller commercial buildings.

6.9. Views from residential roads footpaths and properties are considered sensitive receptors and it is recognised that during construction, with the associated plant and infrastructure, that the temporary effects will be of an *Adverse* nature. However once the site is operational through the considered design of the architecture and landscape proposals to the public realm and the site boundaries, the effects will be either *Neutral* or *Beneficial* as the new development will make a positive contribution to views and amenity within the town centre.

Conclusion

6.10. The Sites location and the resulting limited and confined number of Visual Receptors limit any effects of the development to a localised area within the town centre. The demolition and construction activity to facilitate and build the development will initially have a *Moderate* to *Substantial* effect on the immediate landscape character and visual amenity, however on completion, the scheme will have a *Minor* to *Moderate* and *Neutral* to *Beneficial* change as the proposed development will very quickly assimilate into the surrounding context and settlement pattern.

APPENDIX A

ALLEN PYKE ASSOCIATES

(Landscape Consultants)

Methodology & Definition of

Landscape and Visual Impact Terms

METHODOLOGY & TERMS FOR LANDSCAPE AND VISUAL IMPACT ASSESSMENTS

INTRODUCTION

This document set out the methodology and terms used by Allen Pyke Associates in LVIAs and Environmental Statements to establish and describe the potential effects on landscape character and visual amenity of a development

The methodology has been adapted from the guidance given in the Landscape Institute/IEMA publication 'Guidelines for Landscape and Visual Impact Assessment' (3rd Edition 2013).

The assessment process is divided into two stages:

- **STAGE 1: Assessment of Existing Baseline Sensitivity**
- **STAGE 2: Assessment of the Effects of the Proposed Development**

STAGE 1: ASSESSMENT OF EXISTING BASELINE SENSITIVITY

The '**Sensitivity'** of the existing **landscape character** or **view** is determined through the combined assessment of the '**susceptibility to change'** and '**value'** of the landscape or view. The '**susceptibility to change'** is defined as '*the ability of the landscape to accommodate the proposed development without undue negative consequences'*. '**Susceptibility'** is derived by combining the '**Character'** of the landscape or type of ranking of the receptor experiencing the view with an assessment of its '**Condition'** of the landscape or the **'nature of the view'**.

1. DETERMINING SUSCEPTIBILITY TO CHANGE

1a. Assessing Landscape Character:

'Character' of the **Landscape** is defined using the following criteria:

Character	Criteria
High	Where the area is wholly/predominately intact, may have no/few incongruous elements or forms part of a wider distinct pattern/coherent landscape, or has a highly recognisable or distinct sense of place.
Moderate	Where the area has a recognisable pattern, may have some incongruous elements that detract from or only make a moderate contribution to the intactness of the area, or retains some sense of place.
Low	Where there is no recognisable pattern, or may have few similar/no coherent elements or make no contribution to the intactness of the area, or results in a minimal/no sense of place.

The **'Condition'** of the **Landscape** is **defined** using the following criteria:

Condition	Criteria
Good	Where the area is highly managed/excellent repair/quality
Moderate	Where the area is reasonably managed/average repair/quality
Poor	Where the area is un-managed/poor repair/quality

1b. Assessing Visual Amenity:

'Visual Receptor Types' are ranked in accordance with the land use of the viewpoint from which people (the receptors) will experience the view. These are defined using the following criteria:

Visual Receptor Type Ranking	Criteria
Type A - High	- Residents at home or using their gardens; - People engaged in outdoor recreation, including the use of public rights of way, whose attention or interest is likely to be focused on the landscape or particular views; - Visitors to heritage assets, or to other attractions, where views of the surroundings are an important contributor to the experience; - Communities where views contribute to the landscape setting enjoyed by local residents.
Type B - Moderate	- Users of outdoor sport or recreation facilities that do not involve or depend on an appreciation of views in the landscape; - People at their place of work whose attention may be focussed on their work or activity, not on their surroundings. - Users of retail and employment sites, sports and recreational facilities where the views are secondary to the activity at hand; - Users of public roads and transport routes where views add to the travel experience.
Type C - Low	- Users of Industrial sites, agricultural land, derelict or abandoned land, or busy commuter links where there is little appreciation of the view.

The **'Nature of the View'** is defined as follows and considers the extent to which the site can be seen from a particular receptor:

Nature of View	Criteria
Good	Where there is an open view/panoramic view of the landscape looking towards or from the site and/or is not enclosed or interrupted by/includes incongruous elements.
Moderate	Where the view to or from the site is largely open and/or partially screened/enclosed and is interrupted by/includes a few incongruous elements and/or the site is in the distance.
Poor	Where the view to or from the site is largely screened/obscured by intervening features, or is enclosed and/or only forms part of the view, or the site is difficult to perceive in the distance.

1c. Quantifying Susceptibility to Change

Combining the **'Character'** with **'Condition'** or **'Visual Receptor Ranking'** with **'Nature of the View'** determines the **'Susceptibility to Change'** of the landscape or view:

MATRIX TABLE: LANDSCAPE & VISUAL SUSCEPTIBILITY TO CHANGE

Character/ Receptor Ranking	LANDSCAPE & VISUAL SUSCEPTIBILITY		
High/Type A	High	High	Medium
Moderate/ Type B	High	Medium	Low
Low/ Type C	Medium	Low	Low
	Good	**Moderate**	**Poor**
	Condition/Nature of View		

The **definition** of the landscape or visual **'Susceptibility to Change'** is:

Susceptibility	Criteria
High	Where the components and qualities of a landscape/view could be easily affected and would have a low ability/capacity to accommodate the proposed change.
Medium	Where the components and qualities of a landscape/view could be moderately affected and would have a medium ability/capacity to accommodate the proposed change.
Low	Where the components and qualities of a landscape/view could be affected in a minor/negligible manner and would have a high ability/capacity to accommodate the proposed change.

2. DETERMINING SENSITIVITY

2a. Assessing the Value of Landscape Character

The **'Value'** of the landscape is defined as follows and considers any relevant designation or local recognition:

Value	Criteria	Examples	Level of importance/rarity
Exceptional	Very high importance and rarity.	World Heritage Site	International
High	High importance and rarity.	National Park, AONB, Broads and statutory designations	National, Regional
Moderate	Moderate importance.	Non-statutory landscapes - SLA, AGLV, Conservation Areas, Heritage Coast, undesignated local landscapes recognised through use/non-official publications.	County, Local
Low	Low importance with positive characteristics.	Undistinguished landscapes having some redeeming feature/features and possibly identified for improvement.	Local
Poor	Low importance but with negative characteristics.	Areas having few/no redeeming features and/or possibly identified for recovery.	Local

2b. Assessing the Value of the View

The '**Value of a view'** is defined as follows and considers the relationship between specific features or locations with local residents and visitors and their enjoyment of the view:

Value of View	Criteria
Exceptional	A view of high scenic value, natural/man-made beauty, and/or is uninterrupted by incongruous elements, and/or is an important recognised view within/towards or across a statutory designated landscape or heritage/locally important feature/viewpoint.
High	A view of good scenic value, natural/man-made beauty, and/or uninterrupted by incongruous elements, and/or is a recognised view within/towards or across a designated landscape or heritage/locally important feature/viewpoint.
Moderate	A view of some scenic value, intrinsic merit or natural/man-made beauty with few incongruous elements within, towards or across a locally important landscape or towards a locally recognised feature or reference point.
Low	A view of little/no intrinsic merit but contains some positive attributes and/or a view which is not rare and does not have any local value attached to it.
Poor	An open or partially screened view which is unsightly with no positive attributes and/or a view which is not rare and does not have any local value attached to it.

2c. Quantifying Sensitivity

MATRIX TABLE: SENSITIVITY

Combining the landscape **'Value'** and the **'Susceptibility to Change'** determines the sensitivity of the landscape character:

Landscape/ Visual Value	**SENSITIVITY**		
Exceptional/High	High	High	Moderate
Moderate	High	Moderate	Low
Poor/Low	Moderate	Low	Low
	High	**Medium**	**Low**
	Landscape/Visual Susceptibility		

The **definition** of **'Landscape** or **Visual Sensitivity'** is as follows:

Landscape/Visual Sensitivity	**Criteria**
High	Where the elements that make up a character area or view are of considerable merit and/or would be difficult to restore or could not be replaced/removed without substantial detriment to the overall character area or view.
Moderate	Where the elements that make up a character area or view are of merit and/or could in part be restored or replaced/removed without a notable detriment to the overall character area or view.
Low	Where the elements that make up a character area or view are of little merit and/or could be restored or replaced/removed without detriment to the overall character area or view.

STAGE 2: ASSESSMENT OF THE SIGNIFICANCE OF THE EFFECTS OF DEVELOPMENT

The assessment of **'Magnitude'** and **'Significance'** of the effects on both **Landscape Character'** and **'Visual Receptors'** is undertaken during three periods to identify the temporary operational and residual effect of the proposed development:

- **Construction** (temporary effects)
- **Year 1** - Operational Period (temporary effects with landscape/mitigation treatments established in part)
- **Year 15** – Operational Period (residual effects after landscape/mitigation treatments established in full)

The **'Significance of the Effects'** on landscape character and visual receptors can be positive or negative **(the 'Direction')** and are described as being either **'Beneficial'** or **'Adverse'**. Where the development is unlikely to have any discernable influence the '**Direction'** is described as being 'Neutral'.

DETERMINING THE SIGNIFICANCE OF THE EFFECTS OF DEVELOPMENT

The **'Significance'** of the effects of development on landscape character and visual receptors is determined by combining the assessment of:

- the **'Sensitivity'** of the landscape or view, as established in the (Stage 1) baseline assessment; and
- the potential **'Magnitude of Change'** resulting from the proposed development.

1a. Assessment of Magnitude of Change

The following criteria are considered when assessing the **'Magnitude of Change'** on landscape character or views:

- Scale, duration and/or reversibility of development;
- Effect of any components of the landscape that are likely to be affected by the scheme;
- The change in and/or partial or complete loss of elements, features or aspects that contribute to the character and distinctiveness of the landscape;
- The addition of new features or elements that will influence the landscape character; and
- The landscape proposals and/or mitigation treatments.

The '**Magnitude of the Change'** on landscape character or view is **defined** using the following criteria:

Magnitude of Change	Criteria
High	Where the scale/type/extent of the proposed scheme (or works to facilitate it) would be the dominant element in or adjacent to a character area or view.
Medium	Where the scale/type/extent of the proposed scheme (or works to facilitate it) would be one of a number of important elements in or adjacent to a character area or view.
Low	Where the scale/type/extent of the proposed scheme (or works to facilitate it) would be a minor element in or adjacent to a character area or view.
Negligible/None	Where the scale/type/extent of the proposed scheme (or works to facilitate it) would be remote and/or be an inconsequential element in or adjacent to a character area or view.

2b. Quantifying the Significance of Effects

Combining the '**sensitivity'** (from the Baseline Assessment) with the '**magnitude of change'** including the contribution of landscape proposals and/or mitigation determines the effects on landscape character or views/visual receptors

MATRIX TABLE: SIGNIFICANCE OF EFFECTS

Sensitivity	**SIGNIFICANCE OF EFFECTS**			
Low	Moderate	Minor	Minor	Neutral
Moderate	Substantial	Moderate	Minor	Neutral
High	Substantial	Substantial	Moderate	Minor*/Neutral
	High	**Medium**	**Low**	**Negligible*/None**
	Magnitude of Change			

The **'Significance of the Effects'** on landscape character or views/visual receptors is defined as follows:

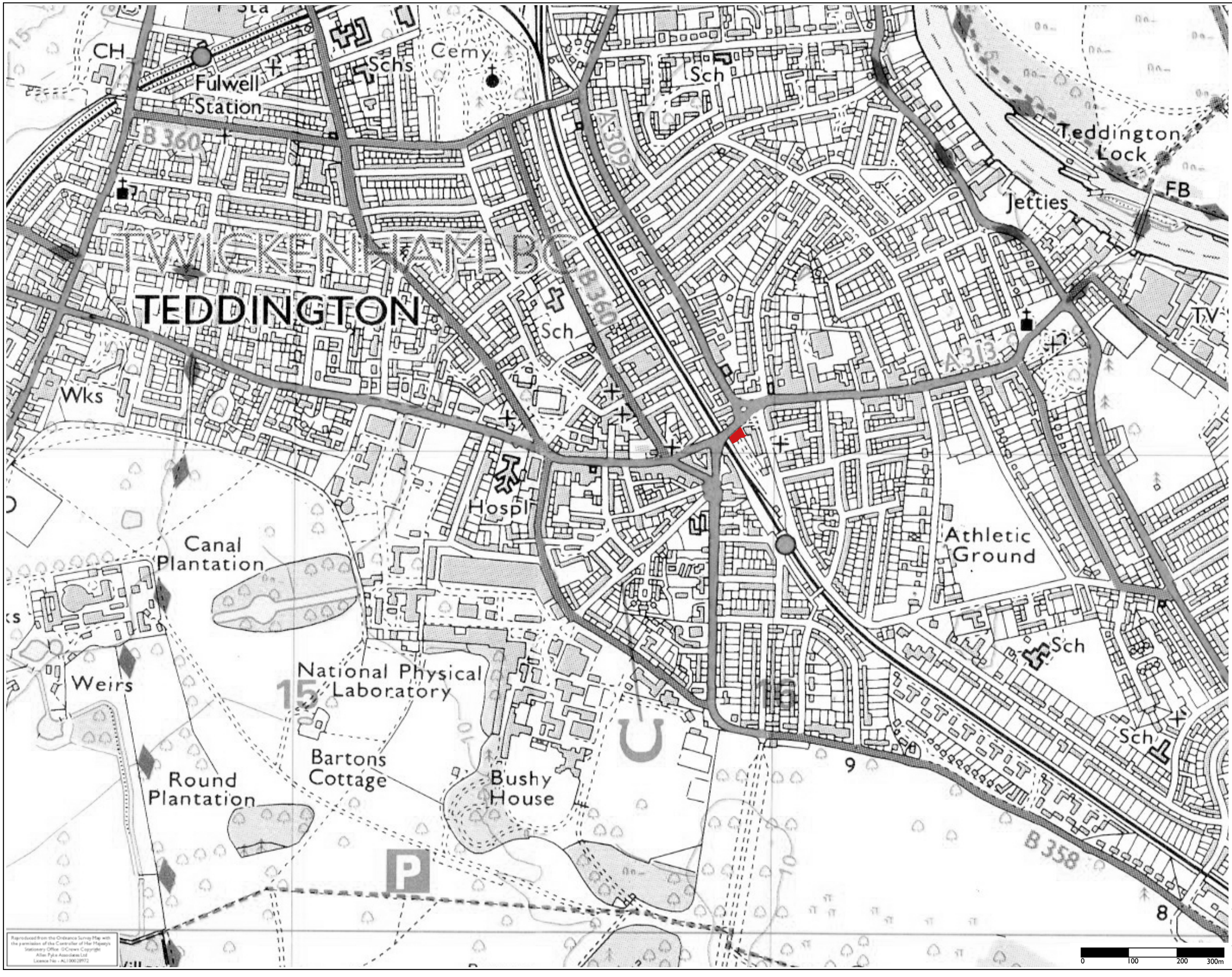
Temporary Effect on Character	**Criteria**
Substantial	Where the scheme would cause a substantial change in the quality, condition and/or nature of the existing character area or view and the new development (or works to facilitate it) would be the dominant element.
Moderate	Where the scheme would cause a notable change in the quality, condition and/or nature of the existing character area or view and the new development (or works to facilitate it) would be one of a small number of elements in the overall setting.
Minor	Where the scheme would cause a slight change in the quality, condition and/or nature of the existing character area or view and the new development (or works to facilitate it) would be one of many elements in the overall setting.
Neutral	Where the scheme would cause a negligible or no change in the quality, condition and/or nature of the existing character area or view and the new development (or works to facilitate it) would be obscured or hidden by many other elements in the overall setting.

2c. Quantifying the Direction of Effects

The '**effects'** can be either **beneficia**l (positive), **adverse** (negative) or **neutral** and are determined by weighting a combination of the following criteria:

Beneficial Criteria (+)
• Fits well with scale of landform &/or pattern of landscape/view • Increases attributes or enhances in contribution to setting/view • Enhances balance of landscape elements or sense of tranquillity/view • Provides ability to include adequate or appropriate mitigation • Complements local/national planning policies or guidance to protect landscape character/view
Adverse Criteria (-)
• Out of scale with landform &/or pattern of landscape/view • Loss of attributes or deterioration in contribution to setting/view • Disrupts balance of landscape elements or sense of tranquillity. Lacks ability to include adequate or appropriate mitigation • Conflicts with local/national planning policies or guidance to protect landscape character/view
Neutral
• Where there is no discernable change to landscape character/view • Where there is no positive or negative affect on landscape character/view

APPENDIX B



APAL FILE REFERENCE
2657-AS-01

North

LEGEND

Site Location

Rev	Description	Date	Drawn	Checked
-	-	-	-	-

Drawing Status
PLANNING

Allen Pyke Associates
Landscape Architecture Urban Design Environmental Planning

The Factory, 2 Acre Road,
Kingston upon Thames,
Surrey KT2 6EF

T 020 8549 3434 F 020 8547 1075
www.allenpyke.co.uk
KINGSTON UPON THAMES ●CAMBRIDGE

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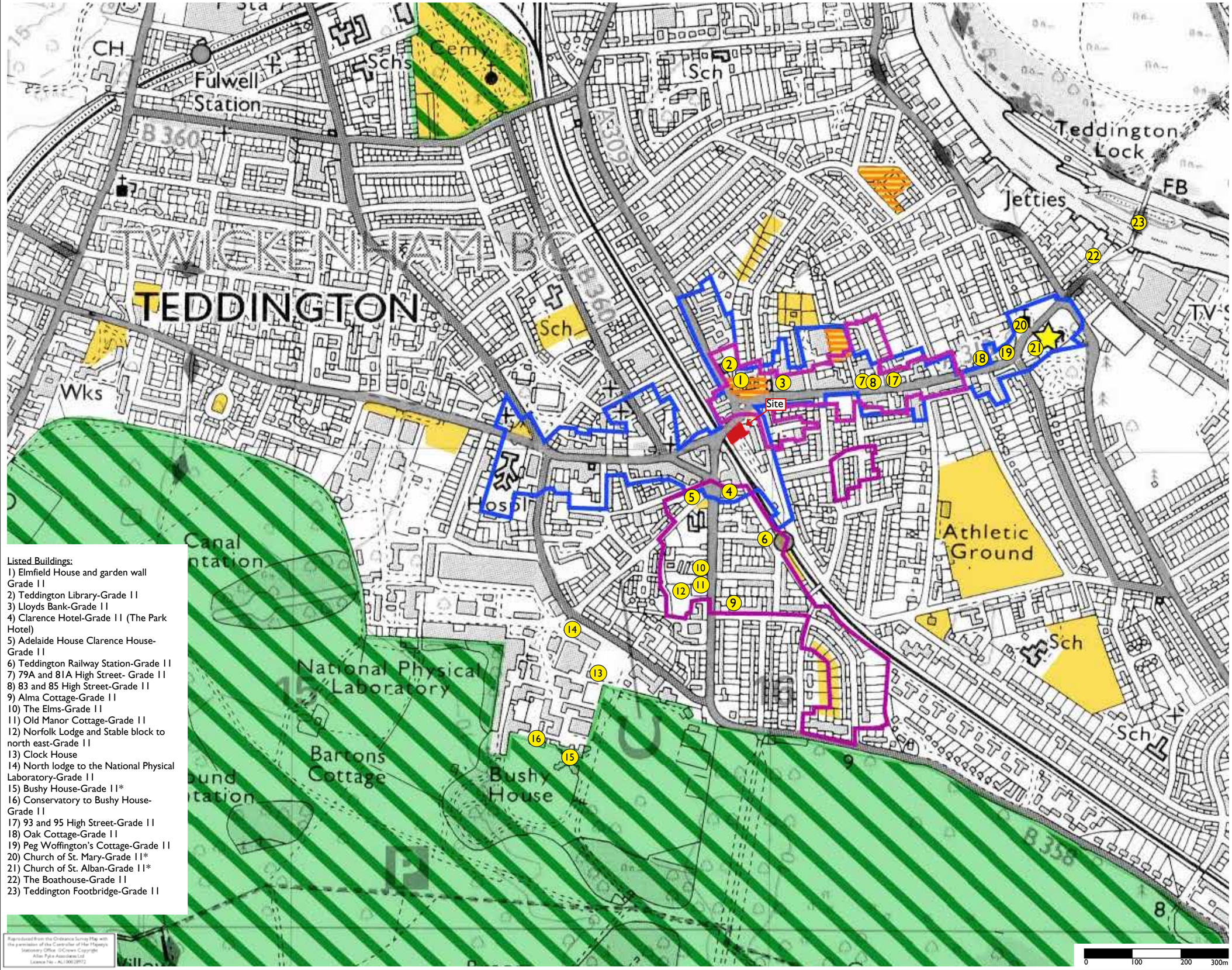
Client	Scale
Dataflow IT Ltd	NTS@A3
Project	**By/Ckd**
Informer House, Teddington	TB/CR
Drawing Title	**Date**
Site Location	03/05/16
Drawing Number:	**Revision**
Figure 1	-



Listed Buildings:
1) Elmfield House and garden wall Grade II
2) Teddington Library-Grade II
3) Lloyds Bank-Grade II
4) Clarence Hotel-Grade II (The Park Hotel)
5) Adelaide House Clarence House-Grade II
6) Teddington Railway Station-Grade II
7) 79A and 81A High Street- Grade II
8) 83 and 85 High Street-Grade II
9) Alma Cottage-Grade II
10) The Elms-Grade II
11) Old Manor Cottage-Grade II
12) Norfolk Lodge and Stable block to north east-Grade II
13) Clock House
14) North lodge to the National Physical Laboratory-Grade II
15) Bushy House-Grade II*
16) Conservatory to Bushy House-Grade II
17) 93 and 95 High Street-Grade II
18) Oak Cottage-Grade II
19) Peg Woffington's Cottage-Grade II
20) Church of St. Mary-Grade II*
21) Church of St. Alban-Grade II*
22) The Boathouse-Grade II
23) Teddington Footbridge-Grade II

0 100 200 300m

APAL FILE REFERENCE
2657-AS-02

North

LEGEND

- Site Location
- Conservation Area (DM HD1)
- Historic Parks & Garden (DM OS 4)
- Metropolitan Open Land (DM OS 2)
- Other Open Land of Townscape Importance (DM OS 3)
- Public Open Space (DM OS 6)
- Town Centre Boundary (DM TC1)
- Vista/landmark (DM HD 7)

Rev	Description	Date	Drawn	Checked
-	-	-	-	-

Drawing Status
PLANNING

Allen Pyke Associates
Landscape Architecture Urban Design Environmental Planning
The Factory, 2 Acre Road,
Kingston upon Thames,
Surrey KT2 6EF
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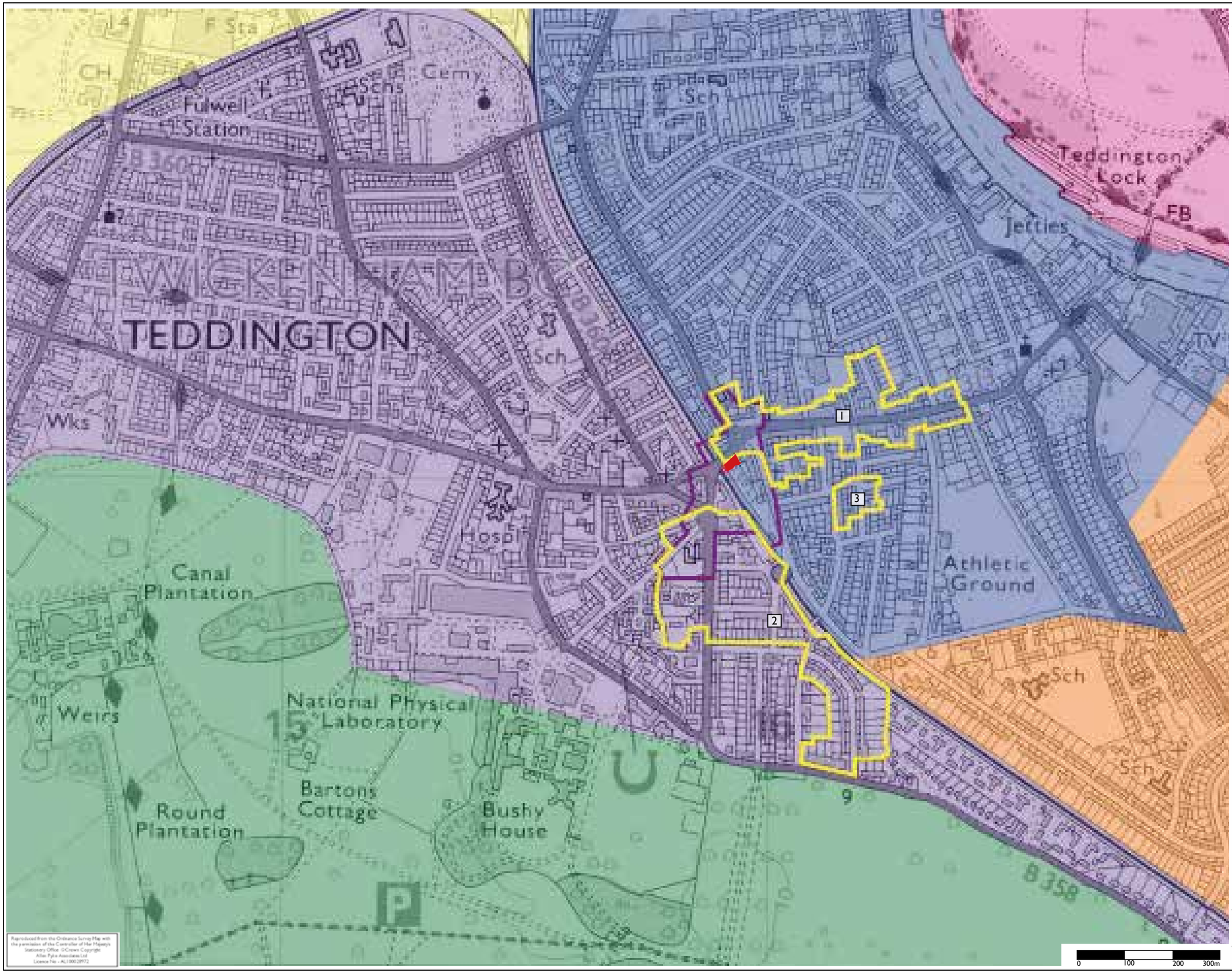
Client: Dataflow IT Ltd	Scale: NTS@A3
Project: Informer House, Teddington	By/Ckd: UA/TB
Drawing Title: Planning Designations & Listed Buildings	Date: 03/05/16
Drawing Number: Figure 2	Revision: -



APAL FILE REFERENCE
2657-AS-03

North

LEGEND

Site Location

LBRUT DESIGN QUALITY SPD LANDSCAPE CHARACTER AREAS

- Hampton, Bushy Park and Hampton Court
- Hampton Hill and Teddington West
- West Twickenham and Fulwell
- Strawberry Hill and Teddington East
- Ham, Petersham and Richmond Park
- Hampton Wick and South Teddington

CONSERVATION AREAS (DM HDI)

- 1 High Street
- 2 Park Road
- 3 Blackmore's Grove

OTHER CHARACTER AREAS

- Junction of High Street, Broad Street & Park Road

Rev	Description	Date	Drawn	Checked
-	-	-	-	-

Drawing Status
PLANNING

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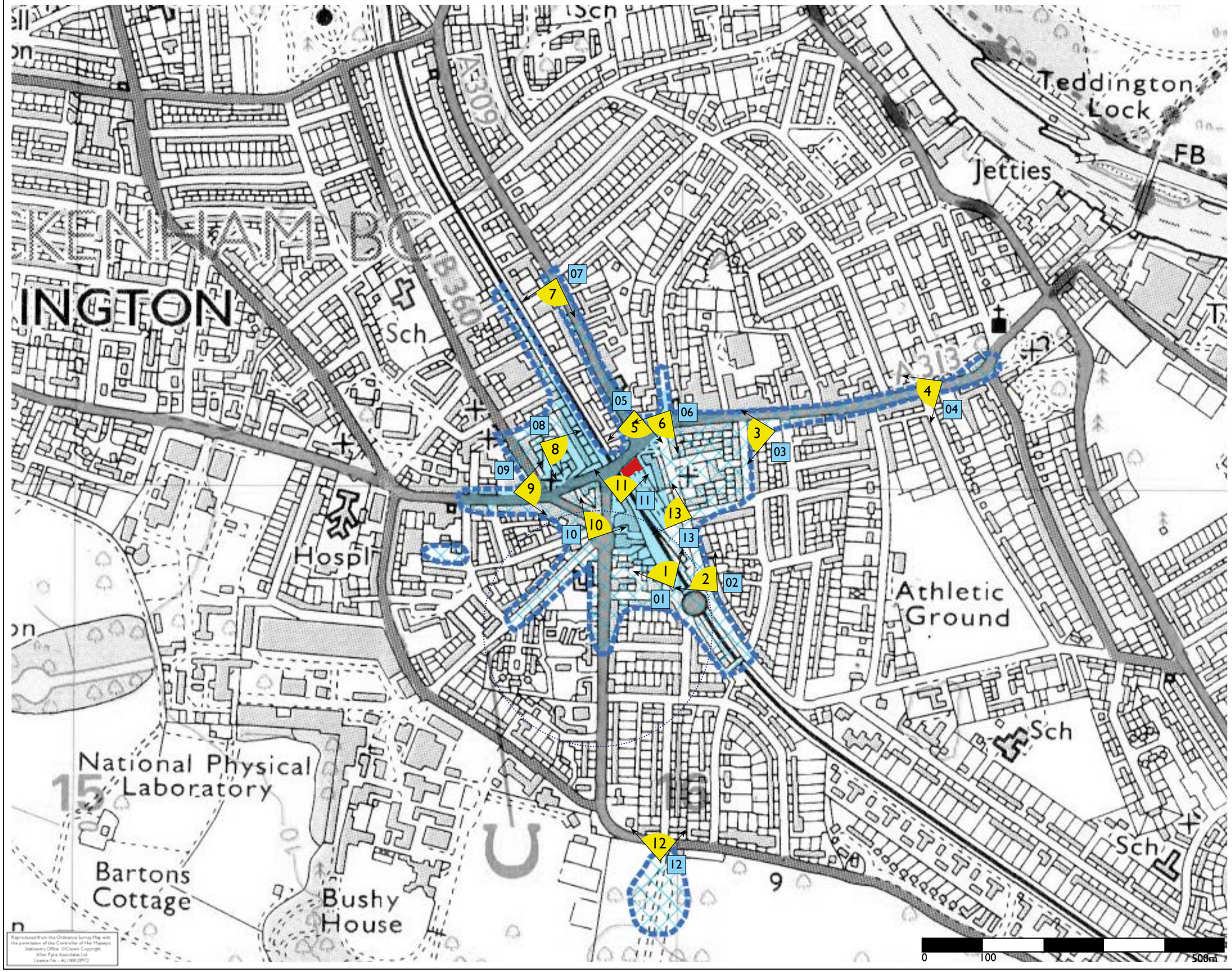
Client: Dataflow IT Ltd	Scale: NTS@A3
Project: Informer House, Teddington	By/Ckd: UA/TB
Drawing Title: Character Areas	Date: 03/05/16
Drawing Number: Figure 3	Revision: -



APAL FILE REFERENCE
2657-AS-04

North

LEGEND

- Site Location
- Photograph Location
- Visual Receptor (05)
- Zone of Visual Influence: land from which development may be visible
- Open/partial views to site or its features
- Filtered or long distance views

Rev	Description	Date	Drawn	Checked
-	-	-	-	-

Drawing Status
DRAFT FOR COMMENT

Allen Pyke Associates
Landscape Architecture Urban Design Environmental Planning
The Factory, 2 Acre Road,
Kingston upon Thames,
Surrey KT2 6EF
T 020 8549 3434 F 020 8547 1075
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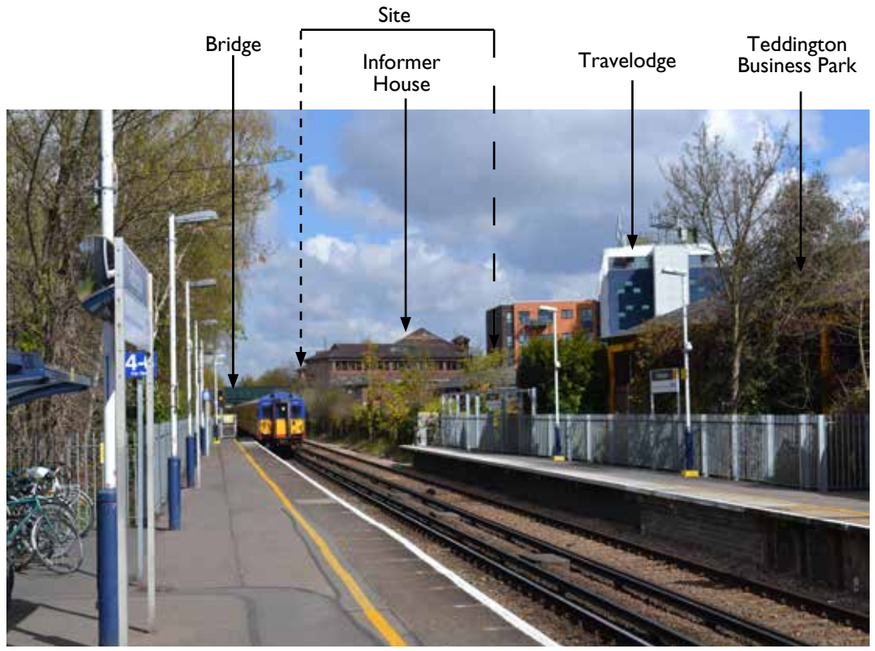
Client	Scale
Dataflow IT Ltd	NTS@A3
Project	**By/Ckd**
Informer House, Teddington	UA/TB
Drawing Title	**Date**
Zone of Visual Influence and View Locations	03/05/16
Drawing Number:	**Revision**
Figure 04	-

APAL FILE REFERENCE
2657-PS-01-07

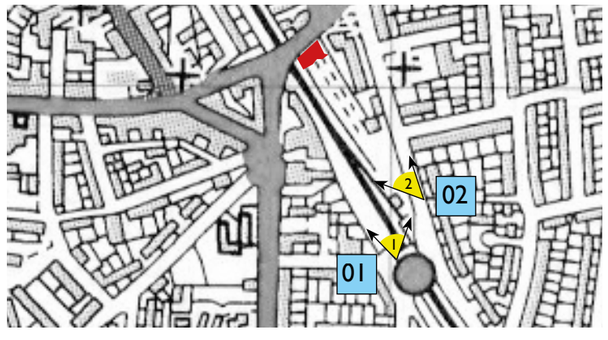


VIEW 1: Looking north-west along Teddington Station

VIEW 2: Looking south-east along Church Road

NOTE:
Photographic views were taken on site with a digital camera using the equivalent of a 50mm focal length lens on a standard 35mm SLR camera.
The individual photographic images were joined together digitally to produce a panorama. A minimum 50% overlap with adjacent images was allowed to reduce distortion.

Photograph details:
Time / date: morning of 27th April
Approximate eye level: 1.5m
Approximate ground level: 10m AOD (Above Ordnance Datum)
Angle of view and location: refer to key plan.
Distance to nearest site boundary: View 1: 150-250m, View 2: 100-200m



KEY PLAN

Legend

Site Location

Location of View

05 Visual Receptor

0 100 300m

Rev	Description	Date	Drawn	Checked

Drawing Status
PLANNING

Allen Pyke Associates
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Client	Scale
James Lloyd Associates	NTS@A3
Project: Informer House, Teddington	By/Ckd: UA/TB
Drawing Title: Photosheets 1 of 7	Date: 03/05/16
Drawing Number: Figure 5	Revision: -

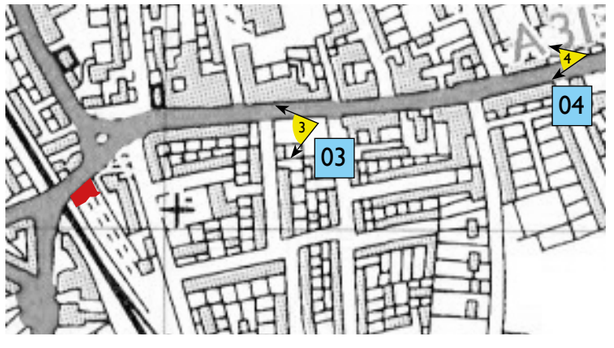
APAL FILE REFERENCE
2567-PS-01-07

VIEW 3: Looking North across car park

VIEW 4: Looking west along High Street

NOTE:
Photographic views were taken on site with a digital camera using the equivalent of a 50mm focal length lens on a standard 35mm SLR camera.
The individual photographic images were joined together digitally to produce a panorama. A minimum 50% overlap with adjacent images was allowed to reduce distortion.

Photograph details:
Time / date: morning of 27th April
Approximate eye level: 1.5m
Approximate ground level: 10m AOD (Above Ordnance Datum)
Angle of view and location: refer to key plan.
Distance to nearest site boundary: View 3: 250-300m, View 4: 450-550m



KEY PLAN

Legend

Site Location

Location of View

05 Visual Receptor

0 100 300m

Rev	Description	Date	Drawn	Checked

Drawing Status
PLANNING

Allen Pyke Associates
Landscape Architecture Urban Design Environmental Planning
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Client	Scale
James Lloyd Associates	NTS@A3
Project	**By/Ckd**
Informer House, Teddington	UA/TB
Drawing Title	**Date**
Photosheets 2 of 7	03/05/16
Drawing Number:	**Revision**
Figure 6	-

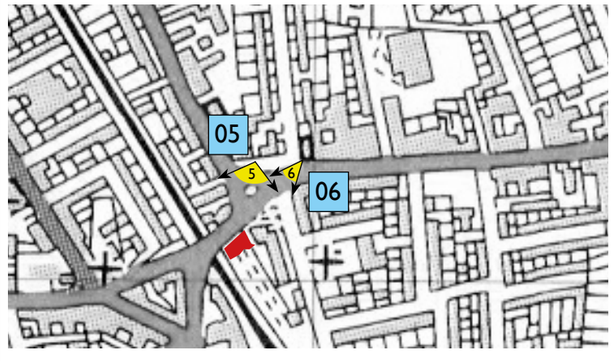
APAL FILE REFERENCE
2657-PS-01-07

VIEW 5: Looking south towards Informer House

VIEW 6: Looking south-west across High Street

NOTE:
Photographic views were taken on site with a digital camera using the equivalent of a 50mm focal length lens on a standard 35mm SLR camera.
The individual photographic images were joined together digitally to produce a panorama. A minimum 50% overlap with adjacent images was allowed to reduce distortion.

Photograph details:
Time / date: morning of 27th April
Approximate eye level: 1.5m
Approximate ground level: 10m AOD (Above Ordnance Datum)
Angle of view and location: refer to key plan.
Distance to nearest site boundary: View 5: 50-100m, View 6: 100-150m



KEY PLAN

Legend

Site Location

Location of View

Visual Receptor 05

0 100 300m

Rev	Description	Date	Drawn	Checked

Drawing Status
PLANNING

Allen Pyke Associates
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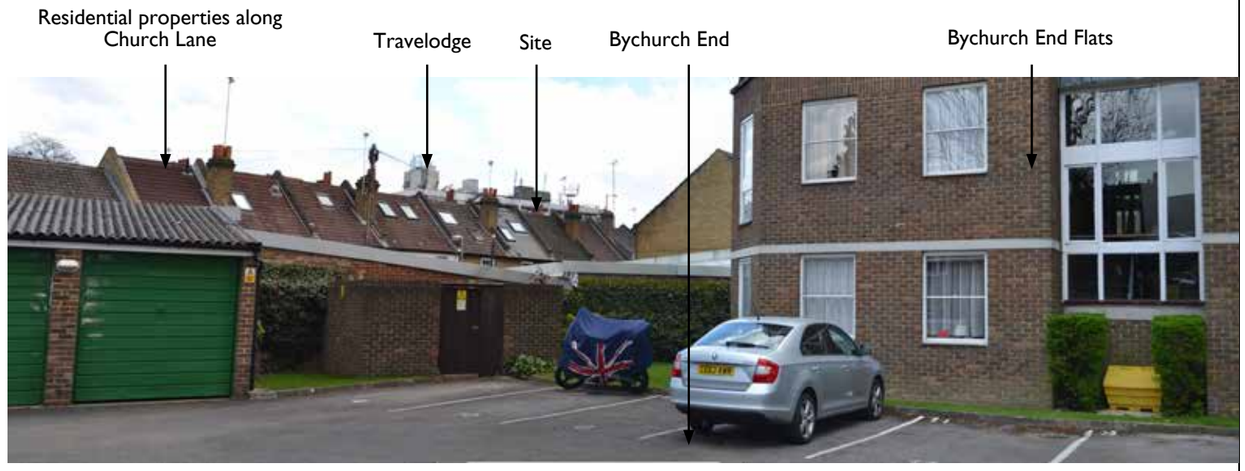
Client	Scale
James Lloyd Associates	NTS@A3
Project	By/Ckd
Informer House, Teddington	UA/TB
Drawing Title	Date
Photosheets 3 of 7	03/05/16
Drawing Number:	Revision
Figure 7	-

APAL FILE REFERENCE
2657-PS-01-07

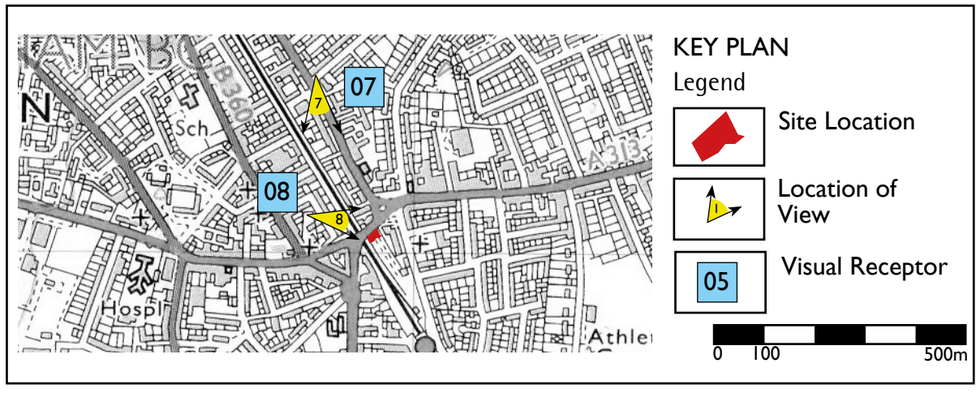
VIEW 7: Looking south-east along Waldegrave Road



VIEW 8: Looking east towards the site

NOTE:
Photographic views were taken on site with a digital camera using the equivalent of a 50mm focal length lens on a standard 35mm SLR camera.
The individual photographic images were joined together digitally to produce a panorama. A minimum 50% overlap with adjacent images was allowed to reduce distortion.

Photograph details:
Time / date: morning of 27th April
Approximate eye level: 1.5m
Approximate ground level: 10m AOD (Above Ordnance Datum)
Angle of view and location: refer to key plan.
Distance to nearest site boundary: View 7: 250-350m, View 8: 100-200m



Rev	Description	Date	Drawn	Checked

Drawing Status
PLANNING

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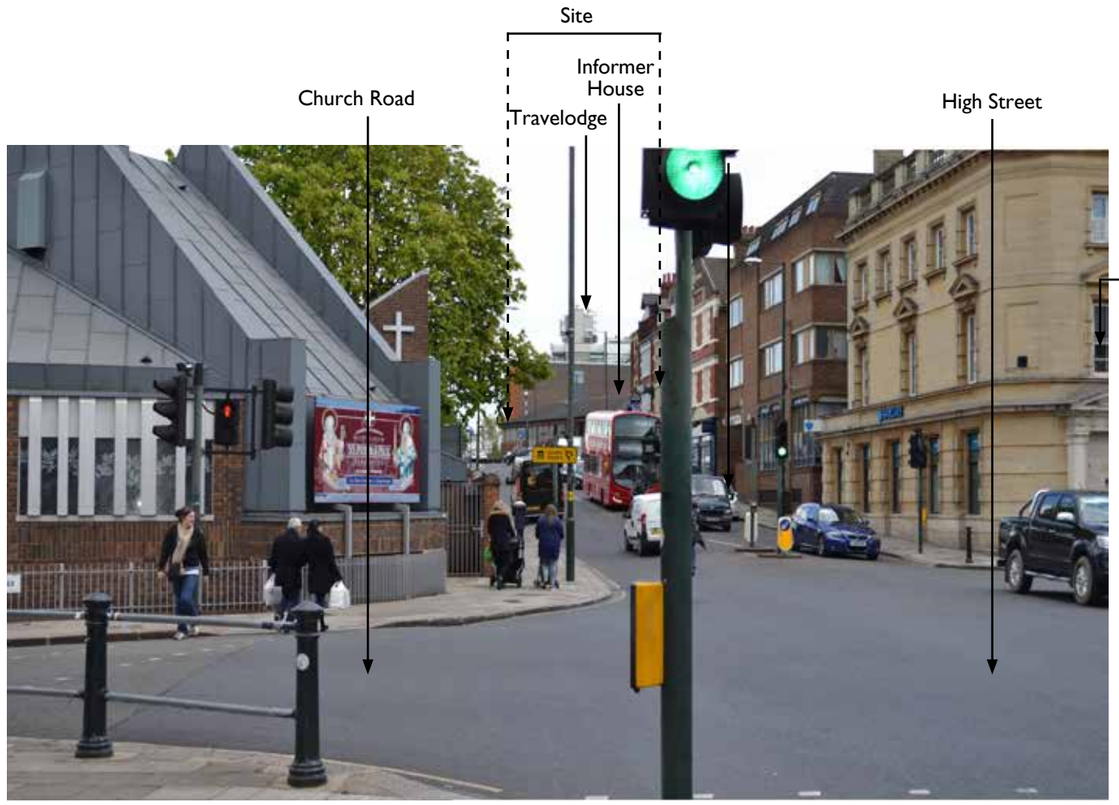
Client	Scale
James Lloyd Associates	NTS@A3
Project	**By/Ckd**
Informer House, Teddington	UA/TB
Drawing Title	**Date**
Photosheets 4 of 7	03/05/16
Drawing Number:	**Revision**
Figure 8	-

APAL FILE REFERENCE
2657-PS-01-07

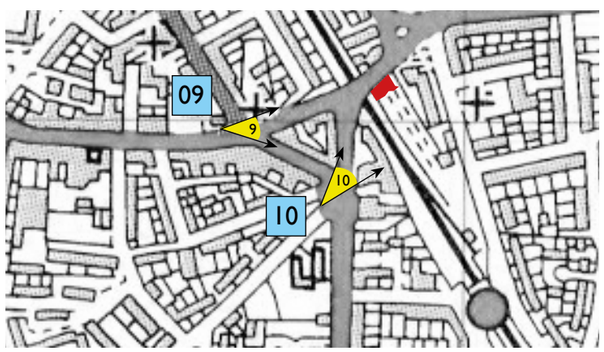


VIEW 9: Looking east along High Street

VIEW 10: Looking north-east

NOTE:
Photographic views were taken on site with a digital camera using the equivalent of a 50mm focal length lens on a standard 35mm SLR camera.
The individual photographic images were joined together digitally to produce a panorama. A minimum 50% overlap with adjacent images was allowed to reduce distortion.

Photograph details:
Time / date: morning of 27th April
Approximate eye level: 1.5m
Approximate ground level: 10m AOD (Above Ordnance Datum)
Angle of view and location: refer to key plan.
Distance to nearest site boundary: View 9: 150-200m, View 10: 150-200m



KEY PLAN

Legend

Site Location

Location of View

05 Visual Receptor

0 100 300m

Rev	Description	Date	Drawn	Checked

Drawing Status
PLANNING

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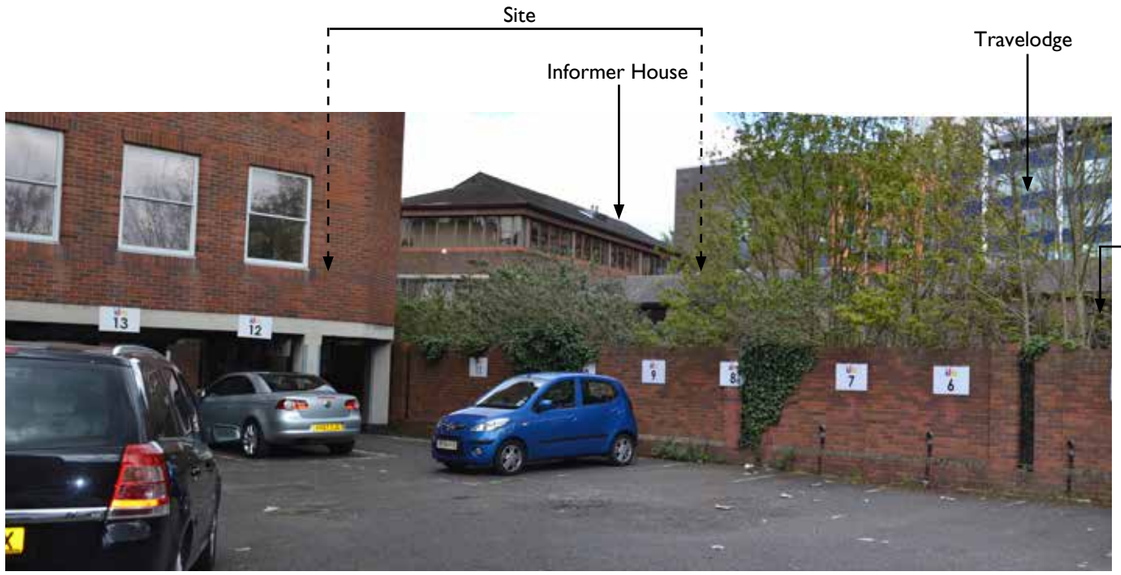
Client	Scale
James Lloyd Associates	NTS@A3
Project: Informer House, Teddington	By/Ckd: UA/TB
Drawing Title: Photosheets 5 of 7	Date: 03/05/16
Drawing Number: Figure 9	Revision: -

APAL FILE REFERENCE
2657-PS-01-07

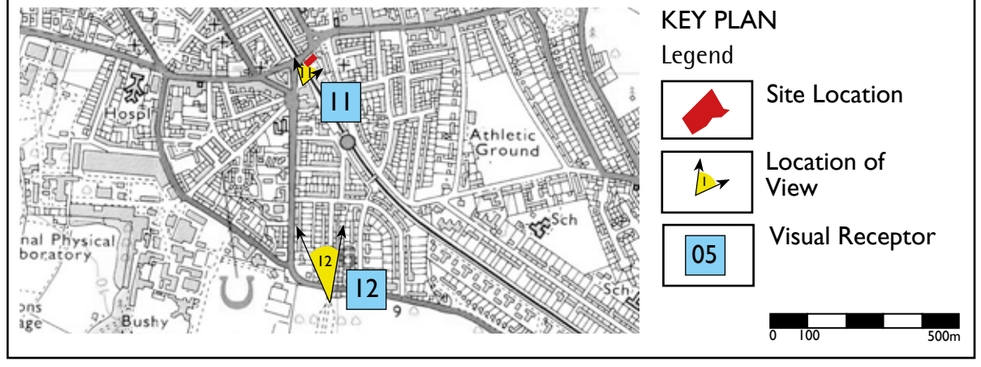


VIEW 11: View from offices along Park Road

VIEW 12: Looking north-west

NOTE:
Photographic views were taken on site with a digital camera using the equivalent of a 50mm focal length lens on a standard 35mm SLR camera.
The individual photographic images were joined together digitally to produce a panorama. A minimum 50% overlap with adjacent images was allowed to reduce distortion.

Photograph details:
Time / date: morning of 27th April
Approximate eye level: 1.5m
Approximate ground level: 10m AOD (Above Ordnance Datum)
Angle of view and location: refer to key plan.
Distance to nearest site boundary: View 11: 50-100m, View 12: 550-650m



KEY PLAN
Legend

Site Location

Location of View

05 Visual Receptor

Rev	Description	Date	Drawn	Checked

Drawing Status
PLANNING

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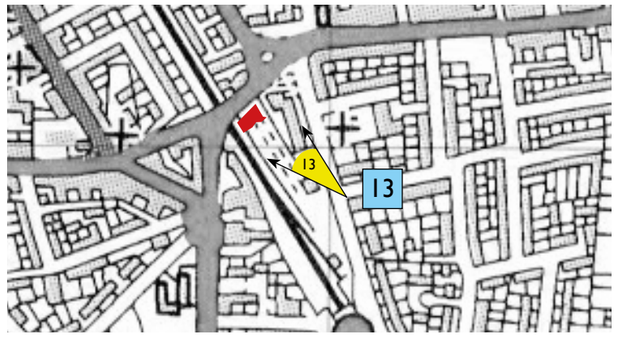
James Lloyd Associates	NTS@A3
Project	By/Ckd
Informer House, Teddington	UA/TB
Drawing Title	Date
Photosheets 6 of 7	03/05/16
Drawing Number:	Revision
Figure 10	-

APAL FILE REFERENCE
2657-PS-01-07

VIEW 13: Looking north-west

NOTE:
Photographic views were taken on site with a digital camera using the equivalent of a 50mm focal length lens on a standard 35mm SLR camera.
The individual photographic images were joined together digitally to produce a panorama. A minimum 50% overlap with adjacent images was allowed to reduce distortion.

Photograph details:
Time / date: morning of 27th April
Approximate eye level: 1.5m
Approximate ground level: 10m AOD (Above Ordnance Datum)
Angle of view and location: refer to key plan.
Distance to nearest site boundary: 50-150m



KEY PLAN

Legend

Site Location

Location of View

Visual Receptor 05

0 100 300m

Rev	Description	Date	Drawn	Checked

Drawing Status
PLANNING

Allen Pyke Associates
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Client	Scale
James Lloyd Associates	NTS@A3
Project: Informer House, Teddington	By/Ckd: UA/TB
Drawing Title: Photosheets 7 of 7	Date: 03/05/16
Drawing Number: Figure 11	Revision: -