

Greggs Bakery, Twickenham
TOWNSCAPE AND VISUAL IMPACT APPRAISAL ADDENDUM
October 2019



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1. Introduction

1.1 This Addendum to the submitted Townscape and Visual Impact Appraisal (TVIA) (Application Reference: 19/0646/FUL) has been prepared on behalf of London Square ('the Applicant'). The Townscape and Visual Impact Appraisal Addendum (TVIAA) has been prepared post-submission to support the planning permission, submitted to the London Borough Richmond upon Thames (LBRuT), for the redevelopment of the former Greggs Bakery (hereafter referred to as the 'Scheme Proposal'). The location of which is set out in **Figure 1.1**

1.2 A series of refinements have been made to address feedback from the Officers at LBRuT and the Greater London Authority (GLA), received after the submission of the planning application. This includes the following changes that are relevant to this appraisal:

- Reduction in parking and improvements to the riverside area.
- Alterations to the massing at the junction of Gould Road and Crane Road and removal of the communal roof terrace.
- Amendments to 'Block F', including: fourth floor roof form and treatment; and, balcony design.
- Change of rear of houses to the east of the Site to improve outlook without introducing overlooking.
- Relocation of substation to standalone building.

1.3 The changes are set out in further detail within the drawings and Design and Access Statement Addendum, prepared by Assael. These, along with the updated accurate verified visualisation (AVR) located in section 4 of this document, form the basis of this appraisal. This TVIAA should be read in conjunction with the TVIA prepared in February 2019.

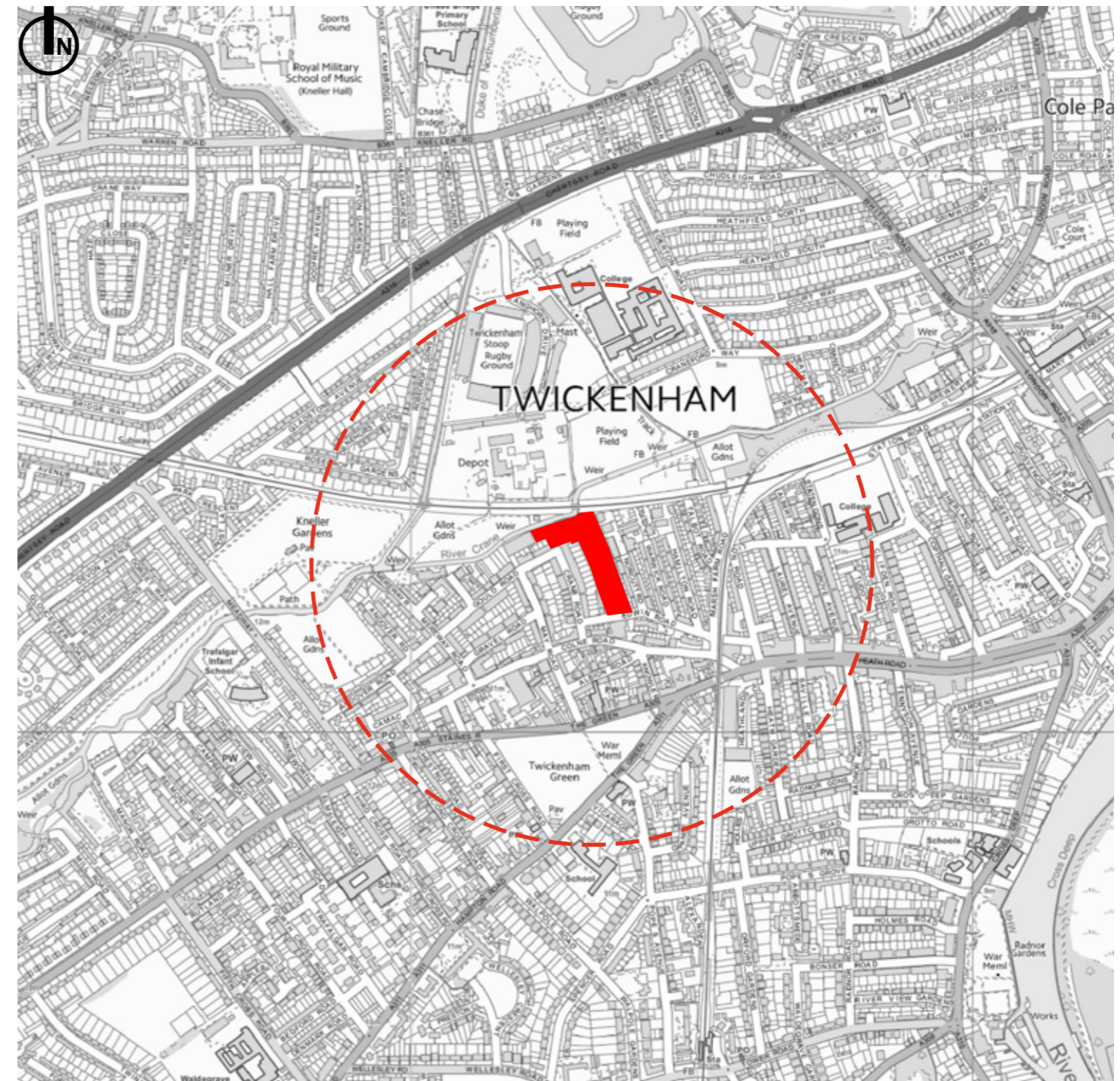


Figure 1.1 - Location Plan

Key:

- Site
- ⋯ Study Area



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2. Baseline Review and Methodology

Planning Policy

2.1 Since submitting the TVIA the National Planning Policy Framework (NPPF) was amended in June 2019. The changes do not alter the findings of the TVIA. The remaining National Planning Policy Guidance, as referred to within the TVIA remain extant, unchanged and valid since it was submitted.

2.2 The National Design Guide was published in October 2019 and has been produced to set out the characteristics of well-designed places and determines what good design means in practice. It builds on paragraph 130 of the National Planning Policy Framework requirement to avoid development of poor design and forms part of the government's collection of planning practice guidance. The guide states that: "well-designed places have individual characteristics which work to create its physical character" and establishes ten characteristics to nurture and sustain a sense of community. Of particular relevance to undertaking this assessment is the characteristics 'Context' and 'Identity'.

2.3 Paragraph 38 under the Context characteristic states: *"An understanding of the context, history and the cultural characteristics of a site, neighbourhood and region influences the location, siting and design of new developments. It means they are well grounded in their locality and more likely to be acceptable to existing communities."*

2.4 Whilst Paragraph 49 under the Identity characteristic states *"The identity or character of a place comes from the way that buildings, streets and spaces, landscape and infrastructure combine together and how people experience them. It is not just about the buildings or how a place looks, but how it engages with all of the senses. Local character makes places distinctive."*

2.5 The London Plan, as referred to within the TVIA remain extant, unchanged and valid since the TVIA was submitted. A draft London Plan is about to be reviewed by the Secretary of State and is proposed to be finally published in Spring 2020. Overall this document does not alter the findings of the TVIA.

2.6 The local planning policy for LBRuT, including those set out in the Local Plan: Core Strategy and Development Management Plan policies remain unchanged since the TVIA.

Methodology

2.7 Methodology for the appraisal of townscape and visual matters remain unchanged since the TVIA and valid.

Baseline Conditions

2.8 No significant changes have occurred to the TVIA's baseline conditions previously identified. For reference the Townscape Character Area Plan and the Representative Viewpoint Location Plan are set out in within **Figures 2.1 to 2.2**, respectively.

Emerging context

2.9 In terms of context it is notable that the employment site to the northeast of the Site, Lockcorp House, has been granted approval at appeal (application reference 17/1033/FUL and appeal reference APP/L5810/W/17/3187677) for a part four part five storey building of nine student flats. Its cumulative effect has been considered as part of this appraisal.

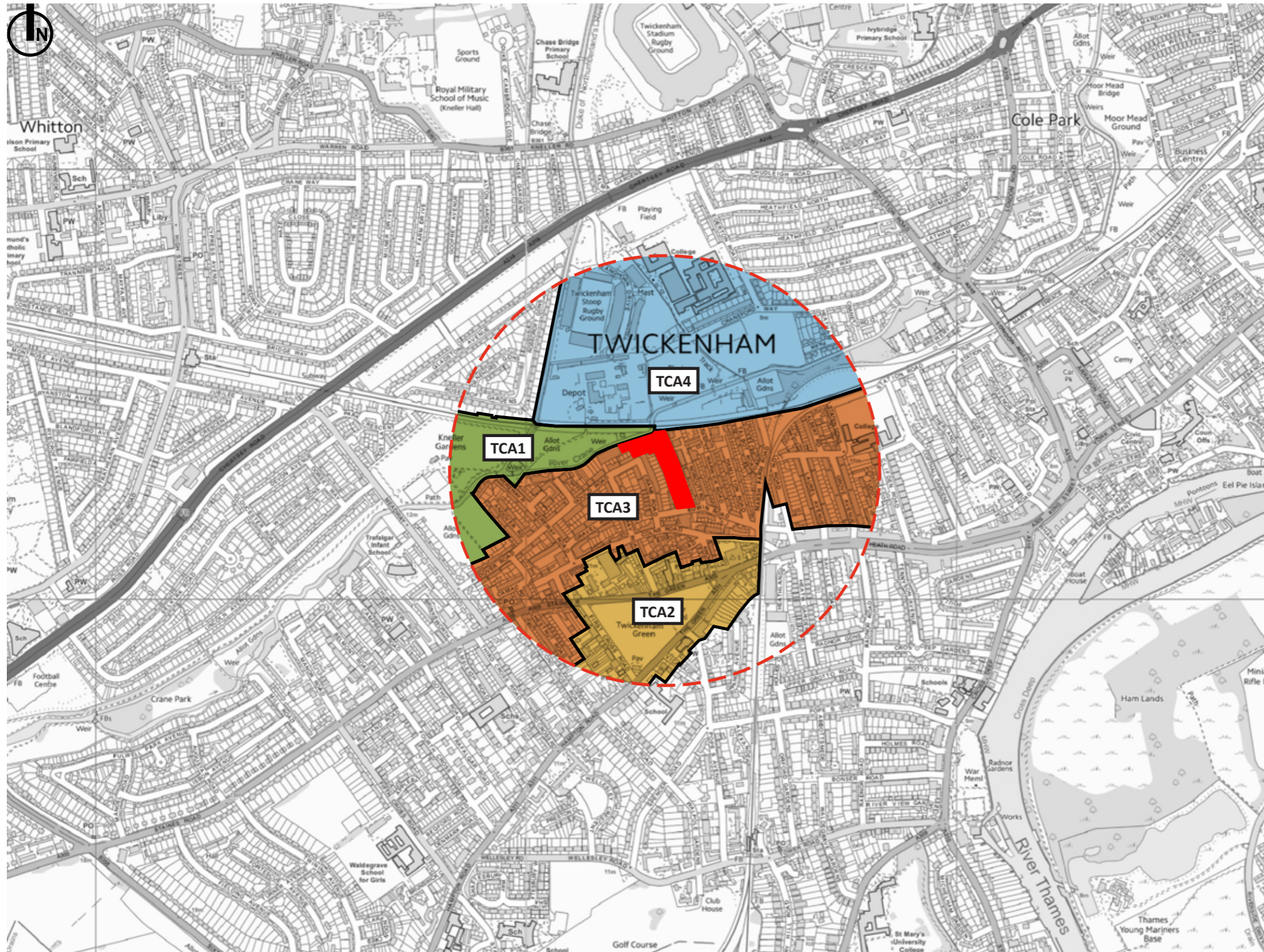
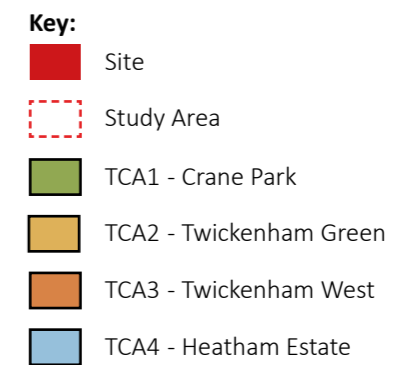


Figure 2.1 - Townscape Character Areas



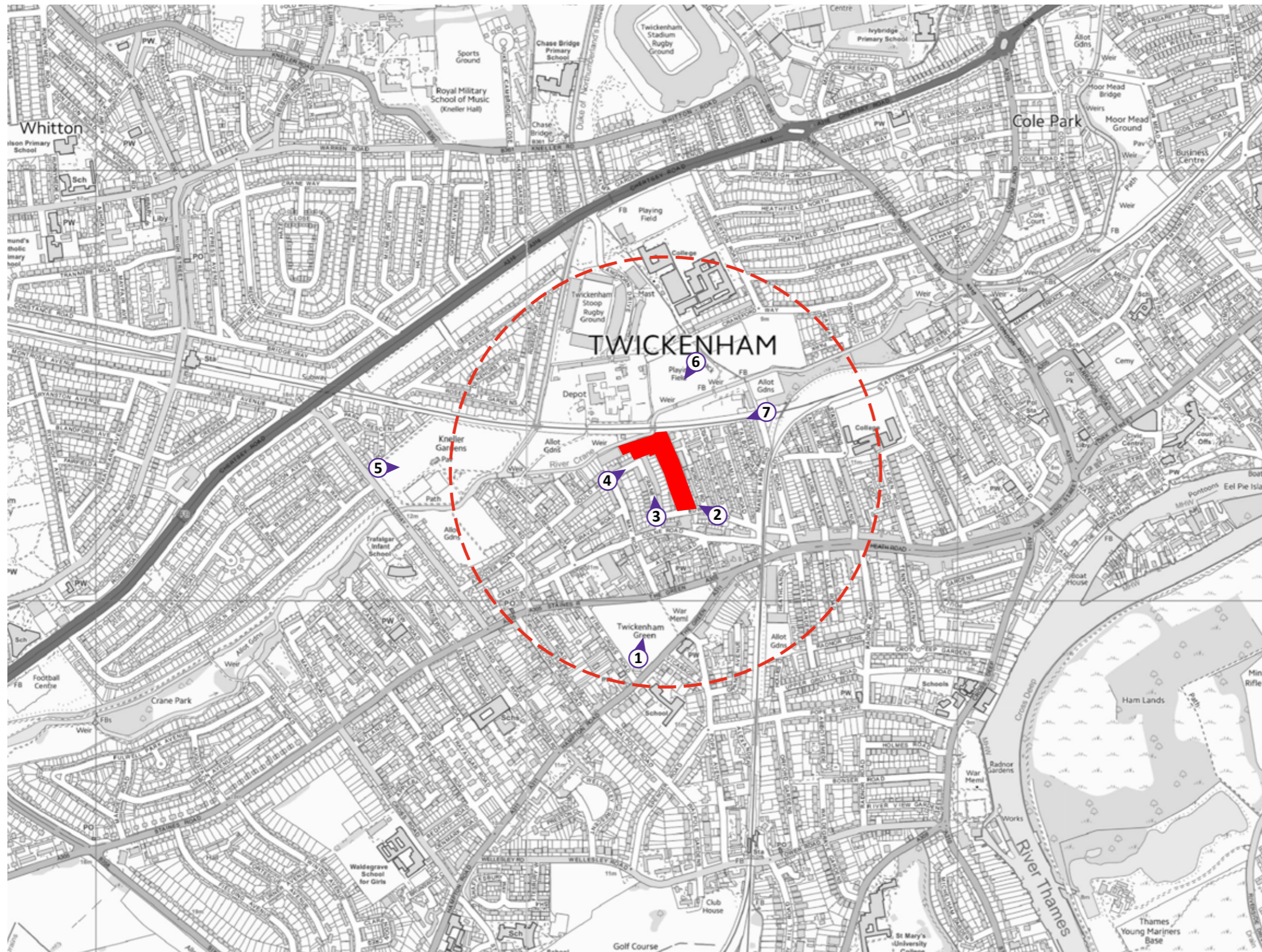


Figure 2.2 - Representative View Locations Plan

- Key:**
- ▭ Site
 - ⊖ Study Area
 - ① Representative view



3. Review of Appraisal of the Effects

Effects on Townscape Character Areas

3.1 The Amended Scheme Proposal does not significantly change the findings of the previous established Townscape Character Area’s (TCA) sensitivity, as identified within the TVIA and shown in **Figure 2.1**.

3.2 The Amended Scheme Proposal would continue to have a direct, permanent, medium magnitude of change and, combined with the previously established sensitivity, an overall **moderate** and **beneficial** effect. Partial to glimpsed views will continue to be possible to the Amended Scheme Proposal from ‘TCA3 Twickenham West’ and ‘TCA4 Heatham Estate’, along with limited glimpsed views from ‘TCA1 Crane Park’ and ‘TCA2 Twickenham Green’. The effects of the Amended Scheme Proposal on these townscape character areas are summarised in **Table 3.1**.

Table 4.1 – Townscape Character Area Appraisal of Effects

Townscape Character Area	Value	Susceptibility to change	Sensitivity	Magnitude of change	Effect
TCA1 Crane Park	High to medium	High to medium	High to medium	Negligible to none	Minor to negligible neutral
TCA2 Twickenham Green	High	High	High	Negligible to none	Minor to negligible neutral
TCA3 Twickenham West	High to medium	Medium	High to medium	Medium	Moderate beneficial
TCA4 Heatham Estate	Medium to low	Low	Low	Low	Minor neutral

Effects on Visual Receptors

3.3 The visibility of the Amended Scheme Proposal has been established through considering a selection of updated AVRs, as set out in section 4 of this TVIAA. Also the supporting Addendum Design and Access Statement, prepared by Assael.

3.4 Section 4 of this TVIAA provides an updated description of effects of the Amended Scheme Proposal within the previously considered representative view that is affected by the changes. The viewpoint for this view is located in **Figure 2.2**.

3.5 Overall, there are no significant changes to the findings of the TVIA, which remain unchanged and valid, as set out in **Table 3.2**.

Table 4.2 – Representative Views Appraisal of Effects

No.	Representative View	Value	Susceptibility to change	Sensitivity	Magnitude of change	Effect
1	Twickenham Green	High to medium	High	High	None	None
2	Warwick Road (south)	Medium to low	Medium	Medium	Medium to low	Moderate to minor / Beneficial
3	Edwin Road (west)	Medium to low	Medium	Medium	Low	Minor / Beneficial
4	May Road (north)	Medium to low	Medium	Medium	Medium to low	Moderate to minor / Beneficial
5	Kneller Gardens	Medium	High	High	Negligible to no	Negligible / Neutral
6	Craneford Way Recreational Ground	Medium to low	Low	Medium to low	Medium to low	Moderate to minor / Beneficial
7	Footbridge crossing the railway	Low	Medium	Medium to low	Low	Minor / Beneficial



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4. Representative View Appraisal

Introduction

4.1 In considering the changes to the 'effect' of the Amended Scheme Proposal the following representative views (RV) AVRs established in the TVIA were reviewed and previous findings were checked:

- RV2: Warwick Road (South)
- RV3: Junction between Crane Road and Edwin Road
- RV4: Junction between Gould Road and May Road
- RV6: Craneford Way Recreational Ground

4.2 The location of the viewpoints are identified in **Figure 2.2.**

Representative view 2: Warwick Road (South)



Location Plan

Baseline conditions

4.3 The view's location, existing baseline condition and value remain broadly the same as previously recognised in the TVIA.

Effects of the Scheme Proposal

4.4 Previous TVIA's susceptibility to change and sensitivity has not changed with the Amended Scheme Proposal.

4.5 A partial view will continue to be gained to the Entrance area of the Amended Scheme Proposal. It illustrates how the Amended Scheme Proposal responds to the existing residential properties height, building line and rooves to create a continuous frontage Edwin Road.

4.6 The windows on the Amended Scheme Proposal first and second floor have changed to improve the outlook from the houses without introducing overlooking to the adjacent existing properties. These façade openings help to provide visual interest within the view.

4.7 These amendments will have no additional effect on the representative view and there are, therefore, no changes to the findings of the TVIA. The Amended Scheme Proposal will continue to have a local, direct, permanent, medium to low magnitude of change and a **moderate to minor** and **beneficial** effect.



Representative view 2 - Baseline Conditions

Cumulative Effects

4.8 The cumulative scheme of Lockcorp House will continue to not be visible within this representative view.



Representative view 2 - Amended Proposed Conditions



Representative view 2 - Amended Proposed Conditions

Representative view 3: Edwin Road (west)



Location Plan

Baseline conditions

4.9 The view’s location, existing baseline condition and value remain broadly the same as previously recognised in the TVIA.

Effects of the Scheme Proposal

4.10 Previous TVIA’s susceptibility to change and sensitivity has not changed with the Amended Scheme Proposal.

4.11 The Amended Scheme Proposal’s apartment Block F, adjacent to the Site’s north west entrance, will continue to be glimpsed in the background of the view. The change to the upper floor and roof treatment of this block along with its amended balcony design can be appreciated within the view.

4.12 These changes help to reduce the mass of the Amended Scheme Proposal. This is aided further with the use of a buff brick at the upper floor that ‘lightens’ up the appearance of this block.

4.13 From this representative view a new view will be opened up to the River Crane through the north west entrance, aiding with legibility and orientation around the townscape. Overall the amendments will have no additional effect on the representative view and there are, therefore, no changes to the findings of the TVIA. The Amended Scheme Proposal will continue to have a local, direct, permanent, low magnitude of change and a **minor** and **beneficial** effect.



Representative view 3 - Baseline Conditions

Cumulative Effects

4.14 The cumulative scheme of Lockcorp House will not be visible within this representative view.



Representative view 3 - Amended Proposed Conditions



Representative view 3 - Amended Proposed Conditions

Representative view 4: May Road (north)



Location Plan

Baseline conditions

4.15 The view’s location, existing baseline condition and value remain broadly the same as previously recognised in the TVIA.

Effects of the Scheme Proposal

4.16 Previous TVIA’s susceptibility to change and sensitivity has not changed with the Amended Scheme Proposal.

4.17 The Amended Scheme Proposal’s apartment Block F associated with the Riverside area will be partially visible in the far middle ground of the view. The amendments to the upper floor and roof treatment of this block along with its changed balcony design are visible within the view. The former reduces the overall height of the block.

4.18 Also visible in the view is the changes to the massing of Amended Scheme Proposal at the junction of Gould Road and Crane Road.

4.19 The amendments help to reduce the mass of the Amended Scheme Proposal within the view. Overall it will have no additional effect on the representative view and there are, therefore, no changes to the findings of the TVIA. The Amended Scheme Proposal will continue to have a local, direct, permanent, medium to low magnitude of change and a **moderate to minor** and **beneficial** effect.



Representative view 4 - Baseline Conditions

Cumulative Effects

4.20 The cumulative scheme of Lockcorp House will continue to not be visible within this representative view.



Representative view 4 - Amended Proposed Conditions



Representative view 4 - Amended Proposed Conditions

Representative view 6: Craneford Way Recreational Ground



Location Plan

Baseline conditions

4.21 The view’s location, existing baseline condition and value remain broadly the same as previously recognised in the TVIA.

Effects of the Scheme Proposal

4.22 Previous TVIA’s susceptibility to change and sensitivity has not changed with the Amended Scheme Proposal.

4.23 The Amended Scheme Proposal’s apartment blocks associated with the Riverside area will continue to be partially visible in the background of the view to the south-west (right), behind the line of trees associated with the River Crane.

4.24 The changes to the upper floor and roof treatment of Block F within this view help to reduce the mass of the Amended Scheme Proposal. This is aided further with the use of a buff brick at the upper floor of Block F, which ‘lightens’ up its appearance.

4.25 The amendments will have no additional effect on the representative view and there are, therefore, no changes to the findings of the TVIA. The Amended Scheme Proposal will continue to have a local, direct, permanent, medium to low magnitude of change and a moderate to minor and beneficial effect.



Representative view 6 - Baseline Conditions

Cumulative Effects

4.26 The cumulative scheme of Lockcorp House will continue to be visible within this view and screens a proportion of the Scheme Proposal reducing its visibility. Overall the cumulative effect of the Scheme Proposal with the consented scheme of Lockcorp House will have a medium to low magnitude of change and a moderate to minor and beneficial effect.



Representative view 6 - Amended Proposed Conditions



Representative view 6 - Amended Proposed Conditions



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5 Summary and Conclusions

5.1 It is considered that the amendments brought about with the Amended Scheme Proposal will result in localised changes. These corrections primarily result in changes to Block F's roof form and treatment and its link block with the Crane Road existing terrace properties. Also the façade of the rear of houses to the east of the central street have changed.

Townscape Character Areas Appraisal

5.2 The Amended Scheme Proposal's will continue to have will have a moderate beneficial effect on 'TCA3 Twickenham West', as set out in **Table 4.1**. This is due to it improving the townscape situation.

5.3 Partial to no views are possible to the Amended Scheme Proposal from 'TCA4 Heatham Estate' and it has an indirect **minor** and **neutral effect** on this area. The Amended Scheme Proposal will also have an indirect **minor to negligible** and **neutral effect** on 'TCA1 Crane Park' and 'TCA2 Twickenham Green'.

Visual Appraisal

5.4 The Amended Scheme Proposal continues to have regard to the form, function, and structure of the townscape and will contribute to enhancing the character of the area. Overall, it is considered that the Amended Scheme Proposal will continue have the following effect on the agreed representative views:

- **Moderate to minor and beneficial effect - representative views 2, 4 and 6**
- **Minor and beneficial effect - representative views 3 and 7**
- **Negligible and neutral - representative view 5**

5.5 It is considered that due to the existing built form and the height of the Amended Scheme Proposal it will not be visible within representative view 1.

5.6 Overall there are no significant changes to the findings of the February 2019 TVIA, which remain broadly unchanged and valid. In accordance with the NPPF, NPPG and local policies the Amended Scheme Proposal will continue to make a positive contribution to the townscape and not adversely affect views of importance.



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