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**Manor Road / Richmond**  
Townscape & Visual Impact Appraisal  
Addendum November 2019



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NOVEMBER 2019  
Arc Ref: A209-RE03-V1

Prepared for  
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**ARC LANDSCAPE DESIGN AND PLANNING LTD.**

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## 1. Introduction

1.1 This addendum has been prepared to update the townscape and visual impact appraisal (TVIA) of predicted effects of development on the site at Manor Road, Richmond (hereafter referred to as the 'Original Proposed Development') in light of updates which have been made (hereafter referred to as the 'Amended Proposed Development').

1.2 Further to the Mayor's direction in July 2019 to take over the Planning Application for his determination, the Applicant, in consultation with the GLA and TfL, have taken the opportunity to review the Original Proposed Development with the principle aim of increasing the delivery of affordable housing through additional density, as well as addressing other issues raised in the Mayor's Stage 2 Report.

1.3 The Amended Proposed Development responds to issues raised during consultation and within the GLA Stage 2 report. Whilst the proposed layout, heights and massing of the Original Proposed Development were supported by the GLA, at the consultation stage, the applicant was asked to address residential quality matters. Since Stage 1, the applicant has worked with the GLA to revise the residential units and increase the overall residential quality.

1.4 The revisions to the Original Proposed Development include the following changes which are of potential relevance to the TVIA:

- Block A, Core D and Block D (Core B) decreased in height by one storey;
- Block B and Block C (Core A) increased in height by one storey;
- Shape of Block A (Core A) and Block C altered;
- Southern set-back on Block D (Core B) decreased;
- Elevations reviewed to increase consistency in detail across scheme; and
- Addition of a new residential Block (Block E) with a bus layover at ground floor at the northern extent of the Site

1.5 This addendum should be read in conjunction with the original TVIA (ref A209-RE-01) and the addendum submitted in May 2019 (ref A209-RE-02) which responded to GLA officers request that further assessment of the potential impact on Kew Gardens World Heritage Site be carried out. In response to this request, the May addendum assessed two additional representative viewpoints located within Kew Gardens (Views A1 and A2). The GLA Stage 2 report confirmed that GLA officers were satisfied that there would be no impact on Kew Gardens.



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## 2. Methodology and Baseline Conditions

2.1 The assessment methodology applied in the original TVIA was based on GLVIA3 and is still appropriate and relevant.

2.2 The original TVIA identified potentially sensitive receptors which could experience effects on townscape character or on visual amenity as a result of the Original Proposed Development. No significant changes in the baseline conditions described in the original TVIA have been identified and no additional potentially sensitive landscape or visual receptors have therefore been identified.

2.3 The baseline conditions identified in the original TVIA have not therefore changed and the descriptions and assessments of receptor sensitivity in the TVIA remain valid.

2.4 The TVIA was informed by 12 Accurate Visual Representations (AVRs), with two additional representative views submitted in an addendum in May 2019 (ref A209-RE-02) at the request of LBRuT. All 14 representative views have been updated with the Amended Proposed Development and the revised appraisal of effects on the representative views is provided at **Appendix A** of this addendum.



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### 3. Appraisal of Effects of the Amended Proposed Development

#### Introduction

3.1 This section considers how the operational Amended Proposed Development, illustrated in the accompanying planning application documents, will affect the receptors identified in the original baseline study. The first part of this section describes the anticipated effects relating to the Site and the wider townscape character. The second part describes the effects on the visual receptors.

3.2 To assist in defining potential effects, the sensitivity of the townscape character and visual receptors is considered. As outlined in the methodology, sensitivity is determined by combining assessments of value (set out in Section 3 of the original TVIA) and an appraisal of the susceptibility of the receptors to the Amended Proposed Development. The findings for each are set out in **Tables 4.1 and 4.2** of the original TVIA.

3.3 For each receptor, the magnitude of change resulting from the Amended Proposed Development is described. The magnitude of change, upon completion, considers the effects in terms of duration, reversibility, geographical extent and size or scale. Since any effects of the Amended Proposed Development are considered to be long term and permanent, to avoid unnecessary duplication, duration and reversibility are not discussed further.

3.4 In order to further illustrate the effects, a series of updated representative views are included at **Appendix A**.

#### Description of Amended Proposed Development compared to Original Proposed Development

3.5 As with the Original Proposed Development, the Amended Proposed Development seeks full planning permission for the demolition of the existing building and redevelopment of the Site for predominantly residential use.

3.6 Updates comprise:

- Block A (Core D) and Block D decreased in height by one storey;
- Blocks B and C increased by one storey;
- Shape of Blocks A and C altered;
- Southern set-back on Block D decreased;
- Revisions to elevations; and
- Addition of a new residential Block (Block E) with a bus layover at ground floor at the northern extent of the Site

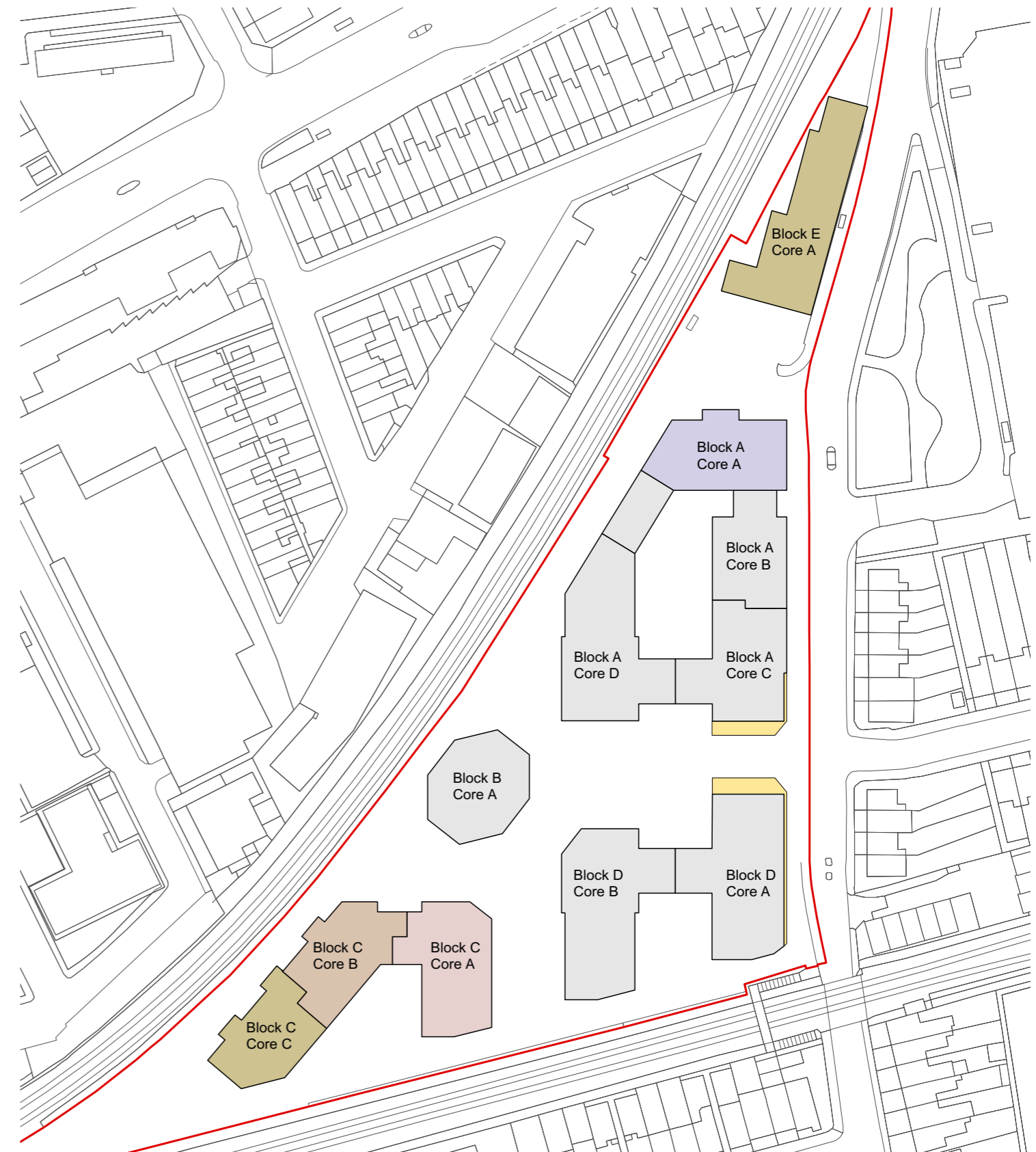


Figure 3.1 - Block plan (Amended Proposed Development)

## Effect on Townscape Character

3.7 This section considers the effects of the completed Amended Proposed Development on townscape character. Definitions and criteria used are found in **Appendix B** of the original TVIA.

3.8 There will be temporary, localised effects during the construction phase caused by additional larger vehicles, deliveries, cranes and plant etc. These effects are considered to be negative, however they will be short-lived and temporary in nature and are not considered further.

3.9 At a national level the townscape character has been considered in line with the NPPF and the Amended Proposed Development '*responds to local character and history, and reflects the identity of local and surrounding materials, while not preventing or discouraging appropriate innovation*', as set out in paragraph 58.

3.10 The Amended Proposed Development is of a scale and mass that will not detract from the surrounding context and will reactivate the street frontage and provide a new area of public realm to Manor Road.

3.11 Overall it is considered that the Amended Proposed Development, like the Original Proposed Development, improves the townscape situation of 'TCA1 North Sheen Mixed Use', as shown in representative views 6, 7, 10 and 12 of **Appendix A**. The Amended Proposed Development has a direct, permanent, high magnitude of change and overall **moderate and beneficial effect** on TCA1.

3.12 Partial to glimpsed views are possible from 'TCA2 Manor Grove Residential' (representative view 1) of the Amended Proposed Development and the Amended Proposed Development has an indirect, permanent, low magnitude of change and **minor and neutral effect** on this TCA. From 'TCA6 Richmond Residential Fringe', glimpsed views to the Amended Proposed Development are possible (representative views 4 and 5). The Amended Proposed Development has an indirect, permanent, negligible magnitude of change and **minor and neutral effect** on TCA6 Richmond Residential Fringe'.

3.13 The Amended Proposed Development indirectly affects the areas of 'TCA3 North Sheen Residential' which are close to the Site (representative views 2 and 11) and from which glimpsed views are possible. Overall, the Amended Proposed Development has an indirect, permanent, low to negligible magnitude of change and overall **minor to negligible and neutral effect** on TCA3.

3.14 The Amended Proposed Development will result in negligible to no magnitude of change and overall **negligible and neutral to no effect** on 'TCA4 East Sheen Open Space', 'TCA5 Richmond Hill and East Sheen Residential', 'TCA7 Kew Gardens and Old Deer Park' and 'TCA8 Kew Gardens Residential Fringe'; their value, susceptibility to change and sensitivity are summarised in **Table 4.1**.

3.15 The Amended Proposed Development enhances the townscape character and visual appearance of this area of Richmond. It provides high quality architecture that improves legibility within the local and wider townscape. The Amended Proposed Development provides a well designed development which relates positively to the existing building line of Manor Road and respects the receiving context.

## Effects on Visual Receptors

3.16 With the implementation of the Amended Proposed Development, it is considered that, like the Original Proposed Development, the Site's ZTV will increase, with the views from some of the visual receptors identified within the baseline assessment changing.

3.17 There will be temporary, localised changes in the view from some visual receptors during the construction phase, typically associated with the temporary enclosure of the Site with hoarding and views of construction plant. These effects are considered to be negative, however they will be short-lived and temporary in nature and are not considered further.

3.18 In order to identify and assess the likely effects of the completed Amended Proposed Development on the identified views and visual receptors, the 14 Accurate Visual Representations (AVR) which supported the Original Proposed Development have been updated.

3.19 The AVRs and a description of the likely effects of the Amended Proposed Development for each of the 14 representative viewpoints are provided at **Appendix A** and in **Table 3.2** which provides a summary of the findings relating to the value of the views, the sensitivity of the receptors and the magnitude of change resulting from the Amended Proposed Development.

3.20 The following provides a summary of the visibility of the Amended Proposed Development for the key visual receptors / receptor groups:

- Overall it is considered that the Amended Proposed Development will not be visible from the majority of publicly accessible areas within the conservation areas that surround the Site.
- The Amended Proposed Development will, however, be visible from views orientated outside the southern section of Sheendale Road Conservation Area, as shown in representative views 4 and 12.
- The mature trees within the WHS will prevent views to the Amended Proposed Development, as shown in representative views A1 and A2. A limited glimpsed view will be gained from the Pagoda, when it is accessible, as illustrated in representative view 9. The Site, however, is a minor component in the wider 360 view of this area of west London.
- It is considered that the Amended Proposed Development will be visible from the North Sheen Allotments, but not Richmond Cricket Club and North Sheen Recreation Ground due to intervening vegetation.

- Where windows are orientated towards the Site, it is considered that partial to glimpsed views will be possible of the Amended Proposed Development from upper stories of low to mid rise residential properties and taller residential apartment block located within 500 metres of the Site.
- Representative views 1, 2, 4 and 6 demonstrate that the Amended Proposed Development will be visible from the public highway where roads are orientated towards the Site and representative views 5 and 7 illustrate it will also be visible from elevated locations and bridges within 750 metres of the Site.
- Away from the roads orientated towards the Site and elevated locations, built form and intervening vegetation typically prevent views to the Amended Proposed Development, as demonstrated in representative views 3 and 8.
- Open to partial views are likely to be visible towards the Amended Proposed Development from Manor Road and the railway lines which run adjacent to the Site, as shown in representative views 10, 11 and 12.

**Table 3.1 – Townscape Character Appraisal of Effects**

Townscape Character Area	Value	Susceptibility to change	Sensitivity	Magnitude of change	Effect
TCA 1 North Sheen Mixed Use	Medium to low	Low	Low	High	Moderate / Beneficial
TCA 2 Manor Grove Residential	Medium	Medium to Low	Medium to Low	Low	Minor / Neutral
TCA 3 North Sheen Residential	Medium to low	Medium to Low	Medium to Low	Low to Negligible	Minor to Negligible / Neutral
TCA 4 East Sheen Open Space	High to medium	High	High	Negligible to None	Negligible / Neutral
TCA 5 Richmond Hill and East Sheen Residential	High	High	High	Negligible to None	Negligible / Neutral to None
TCA 6 Richmond Residential Fringe	High	High to Medium	High	Negligible	Minor / Neutral
TCA 7 Kew Gardens and Old Deer Park	Exceptional	High	High	Negligible to None	Negligible / Neutral to None
TCA 8 Kew Gardens Residential Fringe	Exceptional to high	High	High	Negligible to None	Negligible / Neutral to None

**Table 3.2 – Visual Receptor Representative Views Appraisal of Effects**

Representative View	Value	Susceptibility to change	Sensitivity	Magnitude of change	Effect
1. Manor Grove	Medium	Medium	Medium	Medium	Moderate / Neutral
2. Manor Road, opposite Townsend Terrace	Medium-Low	Medium-Low	Medium-Low	Medium-Low	Moderate-Minor / Beneficial
3. Sheen Road, over Hickey's Almshouses	High	Medium	High-Medium	None	None
4. Dee Road	Medium-Low	Medium	Medium-Low	Medium	Moderate / Neutral
5. Church Roadw	Low	Low	Low	Low-Negligible	Negligible / Neutral
6. Trinity Road	Medium-Low	Medium	Medium	Medium	Moderate / Neutral
7. Lower Richmond Road/Manor Road roundabout	Low	Low	Low	Low-Negligible	Minor / Neutral
8. Sandycombe Road	Medium-Low	Medium	Medium-Low	None	None
9. View from Pagoda, Royal Botanic Gardens of Kew	High	High	High	Negligible	Minor / Neutral
10. Manor Road, Sainsbury's entrance	Low	Low	Low	Medium	Moderate-Minor / Beneficial
11. Manor Road, near Manor Grove	Low	Low	Low	High to medium	Moderate / Beneficial
12. Crown Terrace	Low	Medium-Low	Low	High	Moderate / Neutral
A.1 Broad Walk, Royal Botanic Gardens of Kew	High	High	High	None	None
A.2 Cedar Vista, Royal Botanic Gardens of Kew	High	High	High	None	None



Under no circumstances should any vehicle stop on the level crossing

## 4. Summary and Conclusions

### Introduction

4.1 This addendum to the original TVIA (ref A209-RE-01) considers the potential townscape and visual effects which could arise from the Amended Proposed Development.

4.2 The Amended Proposed Development references local architectural detailing, styles and character along with providing a contextual material palette. It consists of five blocks which range in height from two to nine stories. The taller elements of the blocks are concentrated in the centre of the Site away from the boundaries emphasising the location of the central Courtyard. Top floor set-backs are present on the perimeter blocks.

4.3 Along Manor Road the built form of Blocks A and D addresses the street, helping to define the street, and provide active frontages/natural surveillance. These blocks are set back to provide a high quality public realm and introduce a line of trees to the streetscape. Further areas of new soft landscaping are provided, particularly at the interfaces with the railway lines and at the northern extent of the Site, north of Block E.

### Townscape Character Areas Appraisal

4.4 As with the Original Proposed Development, the Amended Proposed Development has been designed to respond to and complement its location. The facade treatments and massing have been designed to respond to the receiving townscape.

4.5 The Site falls within 'TCA1 – North Sheen Mixed Use', where the existing building and current uses do little to contribute to the wider townscape of the area. It is considered that 'TCA1 – North Sheen Mixed Use' can accommodate the Amended Proposed Development and there will be a moderate and beneficial effect.

4.6 The Amended Proposed Development has a minor and neutral effect on 'TCA2 Manor Grove Residential' and on 'TCA6 Richmond Residential Fringe', a minor to negligible and neutral affect on 'TCA3 North Sheen Residential' and negligible and neutral to no change in the remaining TCAs within the Study Area.

### Visual Appraisal

4.7 Existing views to the Site are largely restricted due to the surrounding built form, with partial to open views gained from the immediate townscape of Manor Road, Manor Grove, Dee Road and Trinity Road.

4.8 With the implementation of the Amended Proposed Development it is considered that the visibility of the Site will increase, however the Amended Proposed Development will not adversely affect any views of importance or the visual appearance of the local area.

4.9 Like the Original Proposed Development, the Amended Proposed Development will provide an efficient redevelopment of a currently under-developed and unattractive site and, overall, it is considered that the Amended Proposed Development will lead to direct, permanent effects on the following representative views:

- Moderate beneficial/neutral effect - representative views 1, 4, 6, 11 and 12
- Moderate- Minor beneficial effects- representative views 2 and 10
- Minor neutral / beneficial effect- representative views 7 and 9
- Negligible neutral / beneficial effect- representative view 5
- No effects - representative views 3, 8, A1 and A2

### Conclusions

4.10 This addendum should be read in conjunction with the original TVIA (ref A209-RE-01) and the addendum submitted in May 2019 (ref A209-RE-02).

4.11 The appraisal of effects in this addendum relating to the Amended Proposed Development concludes that there is no change in either townscape or visual effects when compared to the Original Proposed Development.

# APPENDIX A

## REPRESENTATIVE VIEW APPRAISAL

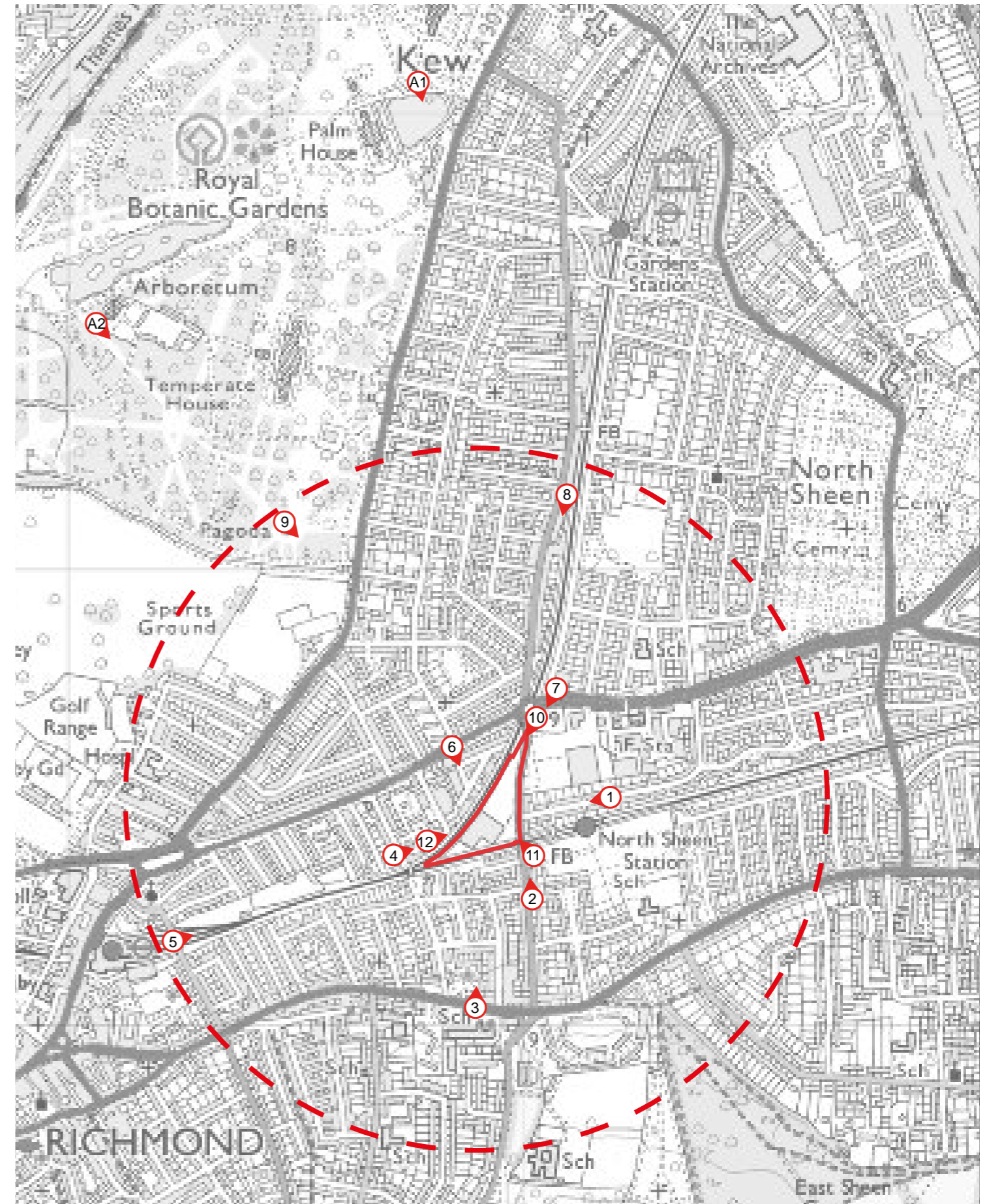
## Introduction

A.1 A selection of representative views were identified in order to recognise and assess the likely effects of the Original Proposed Development on the recognised visual receptors. These were agreed as part of discussions with officers at LBRuT and the locations are shown in **Figure A.1**. AVRs were prepared for each of these representative views, and these have been updated with the Amended Proposed Development.

A.2 Within the AVRs, where the Amended Proposed Development falls behind built form, the outline is indicated with a red wireline demonstrating that it is unlikely to be seen within the view.

**Figure A.1 - Representative View Locations Plan**

- Key:**
-  Site
  -  Study Area
  -  Representative View



**Representative view 1 – Manor Grove**



**Location Plan**

**Baseline condition**

A.3 This medium distance representative view, some 180m from the Site boundary, illustrates a linear view afforded by the built form of Manor Grove and is orientated in a westerly direction towards the Site.

A.4 The view is framed by terraced houses from the early 20th Century, which are recognised as buildings of townscape merit. The dwellings are two storey, with a façade material of London stock brick with red brick lintels and detailing. The front gardens are enclosed by low brick walls abutting the footpath. The road allows for parking on either side which results in a reduced vista. Mature trees line the footpaths further enclosing the view.

A.5 Manor Grove is a quiet road and visual receptors are predominantly residents. The view is considered of medium value due to several residential dwellings being of townscape merit.



**Representative view 1 - Existing Situation**





Representative view 1 - Proposed Situation (Amended Proposed Development)

## Appraisal of Effects

A.6 The representative view will have a medium susceptibility to change and a medium sensitivity to the Amended Proposed Development. The former is based on the fact that receptors are predominantly residents walking through the area and the latter is based on the baseline appraisal's identified value and the susceptibility to change.

A.7 The approach to determining the view's 'susceptibility to change' and 'sensitivity' is set out in the supporting methodology within **Appendix B** of the original TVIA.

## Effects of the Amended Proposed Development

A.8 The upper floors of elements of the Amended Proposed Development's Blocks A, B and D can be seen in the background of the view from this section of Manor Grove. The materials and architectural treatment of the Amended Proposed Development's facade have been selected to be complementary to the existing buildings of Manor Grove, which are of townscape merit.

A.9 Overall it is considered that the Amended Proposed Development will have a local, direct, permanent, medium magnitude of change, since the Amended Proposed Development will be visible only in views westwards towards the end of the street. Manor Grove is lined with trees and visibility of the Amended Proposed Development will reduce for receptors further east along Manor Grove resulting in a **moderate and neutral effect**.

**Representative view 2 – Manor Road opposite Townsend Terrace**



Location Plan

**Baseline conditions**

A.10 Positioned on Manor Road approximately 110m from the Site boundary and looking in a northerly direction toward the Site, the view is linear, framed by residential housing. The foreground is composed of Manor Road and its associated footpaths. To the west (left) of the view are two storey residential houses with shallow front gardens, many containing trees. On the eastern (right) side of the road, frontages are defined by hedgerows. Tall lamp posts provide vertical elements within the view and extend above the roofline. In the background of the view, beyond the level crossing, vegetation associated with the car parking areas of the Site can be glimpsed, with the upper stories of Falstaff House terminating the view beyond.

A.11 The visual receptors are residents and road users, including commuters since Manor Road links two primary vehicle routes, the A136 (Lower Mortlake/Lower Richmond Road) and the A305 (Upper Richmond Road West/ Sheen Road).

A.12 The representative view is considered to be of medium to low value.



**Representative view 2 - Existing Situation**



Representative view 2 - Proposed Situation (Amended Proposed Development)

## Appraisal of Effects

A.13 The representative view will have a medium to low susceptibility to change and a medium to low sensitivity to the Amended Proposed Development.

## Effects of the Amended Proposed Development

A.14 The Amended Proposed Development's Blocks A and D can be seen in the background of the view, continuing the building line along Manor Road, along with the landscape strategy's new street planting. These blocks, along the road, respond to the existing height present in the fore and middle ground of the view and help to define Manor Road.

A.15 Within the view the taller elements of Blocks A and D, which frame the public square, are set back from Manor Road. This ensures that they do not appear too dominant and help to create an articulated skyline, denoting the central Courtyard. The upper storeys of Block E, the northern most block, are just visible in the middle distance, beyond Block A.

A.16 It is considered that the Amended Proposed Development will have a local, direct, permanent, medium to low magnitude of change and a **moderate to minor and beneficial effect**.

**Representative view 3 – Sheen Road, over Hickey’s Almshouses**



**Location Plan**

**Baseline conditions**

A.17 This view looks towards Hickey's Almshouses situated between Sheen Road and St Mary's Grove, which fall within the Sheen Road Conservation Area. Hickey's Almshouses are Grade II\* listed buildings due to their Neo-Tudor style. The Site is located approximately 340m to the north of the viewpoint and is physically separated from the heritage asset by the railway tracks and a mixture of 19th century and more recent development.

A.18 The foreground of the view is made up of Sheen Road. To the west (left) of the view is an almshouse and the entrance to the almshouses leading to the private garden. To the east (right) of the view is another almshouse, also with the distinctive, Tudor-style chimneys and detailed gables. The absence of any other built highlights the quality of the architecture and the elaborate roofline.

A.19 The view is considered to be of high value due to the special architectural and historic interest of the buildings.



**Representative view 3 - Existing Situation**



## Appraisal of Effects

A.20 The representative view will have a medium susceptibility to change and a high to medium sensitivity to the Amended Proposed Development.

## Effects of the Amended Proposed Development

A.21 The Amended Proposed Development cannot be seen in this view and there will therefore be **no change**.

Representative view 3 - Proposed Situation (Amended Proposed Development)

**Representative view 4 – Dee Road**



**Location Plan**

**Baseline conditions**

A.22 This nearby representative view was taken from Dee Road, on the eastern boundary of the Sheendale Road Conservation Area, facing the Site which is approximately 95m to the east. The view is dominated by Dee Road, which has cars parked on both sides. Hedges associated with the modern residential apartment blocks situated to the north (left) line the street, with a mid-20th century villa visible beyond on the corner of Dee Road with Crown Terrace. Trees in the communal garden can be seen above the hedges. To the south (right) of the view is Clarence House, a 21st century four storey apartment block with office accommodation on the ground floor. In the background, beyond the railway line, the roof of the building on the Site can be seen.

A.23 The visual receptors who will experience this view are predominantly residents. The view is considered to be of medium to low value since the villa on the junction with Crown Terrace is included within the Sheendale Road Conservation Area.



**Representative view 4 - Existing Situation**



Representative view 4 - Proposed Situation (Amended Proposed Development)

## Appraisal of Effects

A.24 The representative view will have a medium susceptibility to change and a medium to low sensitivity to the Amended Proposed Development.

## Effects of the Amended Proposed Development

A.25 The western façades of the Amended Proposed Development's Blocks B and C can be seen in the far middle ground of the view, beyond the railway line, and from this location, they present as being of similar height to the existing built form within the middle and foreground of the view.

A.26 Block B facade includes architectural detailing that references the built form within the Study Area, such as the white stone banding which contrasts with the brick, breaking up the facade. Block's C facade is constructed with red brick and broken up with bay windows, which is also present within the Study Area.

A.27 The break between the blocks has been orientated to maintain the linear nature of the view and ensure the Amended Proposed Development does not appear overly dominant within the view.

A.28 Overall it is considered that the Amended Proposed Development will have a local, direct, permanent, medium magnitude of change and a **moderate and neutral effect**.

**Representative view 5 – Church Road**



**Location Plan**

**Baseline conditions**

A.29 This vantage point is situated 560m from the Site on Church Road where it crosses the railway lines to the east of Richmond Station and on the boundary of the Central Richmond Conservation Area. The view is towards the Site in an easterly direction and looks out of the conservation area.

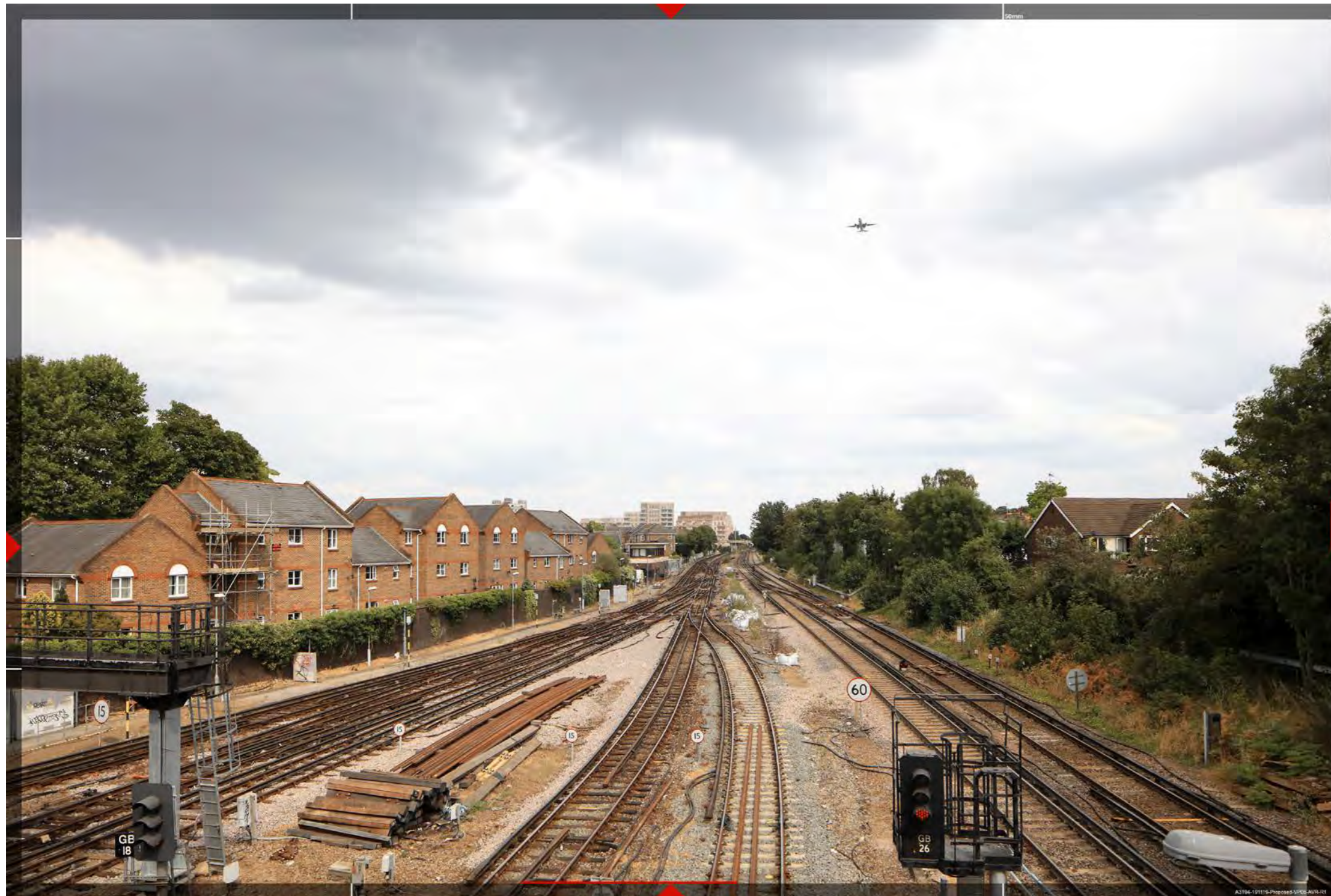
A.30 The view is open due to its elevated position looking over railway lines and associated infrastructure. To the north (left) of the view are three to four storey residential houses separated from the railway lines by a brick wall. Mature trees in the front gardens can be seen above the roofs. To the south (right) the railway is separated from the residential neighbourhood by a buffer of shrubs and trees.

A.31 The visual receptors are people crossing the railway line on foot. The view is considered to be of low value.



**Representative view 5 - Existing Situation**





Representative view 5 - Proposed Situation (Amended Proposed Development)

## Appraisal of Effects

A.32 The representative view will have a low susceptibility to change and a low sensitivity to the Amended Proposed Development.

## Effects of the Amended Proposed Development

A.33 The upper floors of all of the Amended Proposed Development's blocks excepting Block E can be seen in the far background of the view and they are read in conjunction with the existing built form. The blocks have been designed to step in height and provide a varied skyline within this view.

A.34 The Amended Proposed Development aids with legibility within the surrounding townscape. Overall it is considered that the Amended Proposed Development will have a local, direct, permanent, low to negligible magnitude of change and a **negligible and neutral effect**.

Representative view 6 – Trinity Road



Location Plan

Baseline conditions

A.35 This representative view has been taken from Trinity Road looking towards the Site which is about 85m to the south.

A.36 The view is relatively open due to the low-rise built environment. The foreground of the view shows the junction of Trinity Road with St George's Road. To the east (left) of the view is a two-storey vacant commercial property and to the west (right), terraced residential properties, which are buildings of townscape merit. In the background of the view, Manor House on Bardolph Road can be seen, which screens views of the Site itself.

A.37 People experiencing this view are likely to be predominantly residents. The representative view is considered to have a medium to low value.



Representative view 6 - Existing Situation



Representative view 6 - Proposed Situation (Amended Proposed Development)

## Appraisal of Effects

A.38 The representative view will have a medium susceptibility to change and a medium sensitivity to the Amended Proposed Development.

## Effects of the Amended Proposed Development

A.39 The marker building of Block B can be seen in the far middle ground of the view, beyond Manor House on Bardolph Road; its distinctive design presenting as a complementary extension to the existing built form.

A.40 Behind Block B, a glimpsed view can be gained to Block C's upper floors. Both blocks are set below the existing buildings skyline from this viewpoint.

A.41 It is considered that the Amended Proposed Development will have a local, direct, permanent, medium magnitude of change and a **moderate and neutral effect**.

**Representative view 7 – Lower Richmond Road/Manor Road roundabout**



**Location Plan**

**Baseline conditions**

A.42 Taken from a pedestrian crossing associated with the roundabout of Lower Richmond Road, Manor Road and Sandycombe Road, the representative view is about 95m from the Site, which is to the southwest of the viewpoint.

A.43 The foreground is dominated by the dual carriageway of Lower Richmond Road which runs from east (left) to west (right). The southern boundary of the road is lined with high fences and foliage associated with the Sainsbury's car park. To the south of the view (centre) the junction of Lower Richmond Road and Manor can be seen; its associated lamp posts and signage clutter the view. The ridgeline of Richmond Hill and the spire of the Church of St Matthias, which due to their elevated location and height are visible from a number of locations within the Study Area, are visible in the far background of the view.

A.44 The representative view is considered to be of low value.



**Representative view 7 - Existing Situation**



Representative view 7 - Proposed Situation (Amended Proposed Development)

## Appraisal of Effects

A.45 The representative view has a low susceptibility to change, due to the fact that views towards the Site are often obscured by traffic, and a low sensitivity to the Amended Proposed Development.

## Effects of the Amended Proposed Development

A.46 The upper floors of Blocks E and A of the Amended Proposed Development can be seen in the middle far ground of the view. This helps to provide an enhanced sense of enclosure to the road junction.

A.47 The fenestration, articulation and top floor set backs help to break up the mass of the Amended Proposed Development within the view.

A.48 The Amended Proposed Development is considered to have a local, direct, permanent, low to negligible magnitude of change and a **minor and neutral effect**.

**Representative view 8 – Sandycombe Road close to junction with Dudley Road**



Location Plan

**Baseline conditions**

A.49 Situated on Sandycombe Road on the border of Kew Gardens Conservation Area, the view looks towards the Site in a southerly direction. The Site is approximately 495m away.

A.50 The built environment creates a linear view down Sandycombe Road. To the east (left) of the view are two storey Victorian and Edwardian residential dwellings which are smaller in scale than surrounding residential streets. On the opposite side of the road, the buildings are in the same style but include some retail uses. In contrast to the Kew Road Conservation Area, there is little vegetation.

A.51 The view is considered to be of medium to low value.



Representative view 8 - Existing Situation



Representative view 8 - Proposed Situation (Amended Proposed Development)

## Appraisal of Effects

A.52 The representative view will have a medium susceptibility to change and a medium to low sensitivity to the Amended Proposed Development.

## Effects of the Amended Proposed Development

A.53 The Amended Proposed Development cannot be seen in this view and there will therefore be **no change**.

**Representative view 9 – Top of the Pagoda at Kew Gardens (non-verified view)**



**Location Plan**

**Baseline conditions**

A.54 This long distance (710m from the Site) view is taken from the viewing platform at the top of the Pagoda within the Royal Botanic Gardens, this representative view faces the Site in a south-easterly direction, with the elevated location providing a 360 degree view of the area.

A.55 The Botanic Gardens are a World Heritage Site. Beyond the canopies of trees in the foreground, playing fields can be seen, with buildings of varying scale beyond. In the far distance, on the horizon, are the Surrey Hills. To the east (right of the view), Richmond Hill can be seen. The roof of the building on the Site is barely distinguishable within the wider view.

A.56 The representative view is considered to be of high value.



**Representative view 9 - Existing Situation**





Representative view 9 - Proposed Situation (Amended Proposed Development)

## Appraisal of Effects

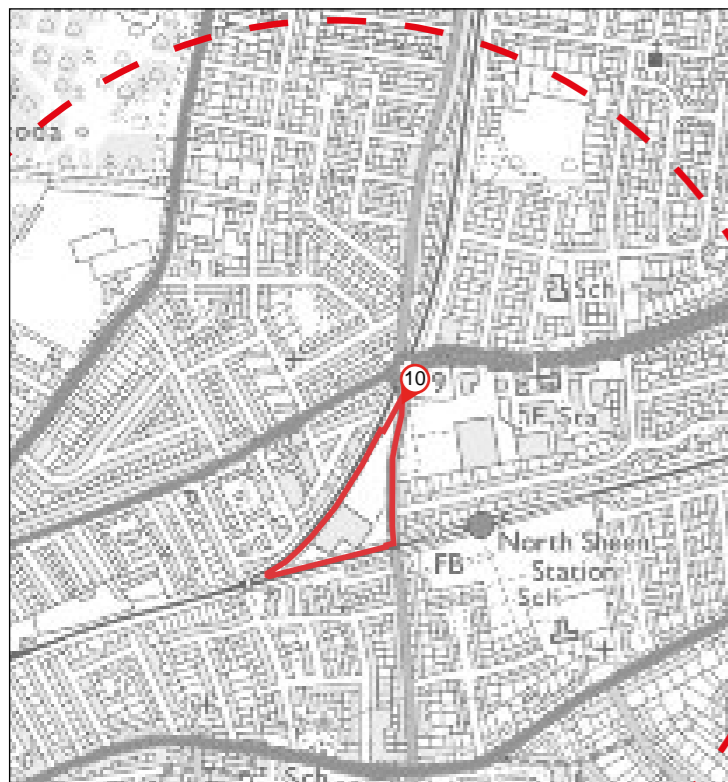
A.57 The representative view will have a high susceptibility to change and a high sensitivity to the Amended Proposed Development.

## Effects of the Amended Proposed Development

A.58 The Amended Proposed Development will be a component within the panoramic 360 degree view from the top of the pagoda when looking south, however it will not be visible on the skyline and will be experienced within the context of the wider context of built form.

A.59 Overall it is considered that the Amended Proposed Development will have a local, direct, permanent, negligible magnitude of change resulting in a **minor and neutral effect**.

**Representative view 10 – Manor Road looking south**



**Location Plan**

**Baseline conditions**

A.60 This representative view is taken 25m from the Site's northernmost boundary, looking down Manor Road in a southerly direction towards the Site. It has been taken from the eastern pedestrian footpath, beside the pedestrian crossing. *N.B. The Amended Proposed Development includes built form (Block E) within the northernmost extent of the Site, which the Original Proposed Development did not. In order to maintain a similar distance from the proposed built form, the location of this viewpoint has moved 40m north of the location in the original TVIA.*

A.61 The foreground is dominated by the carriageway of Manor Road, with shrubs and small trees visible to the west (right) of the view behind the Site's boundary, which is defined by a low brick wall and railings. There are street signage and lighting columns along the road. In the background, there are glimpsed views of the Homebase building on the Site. Richmond Hill can be seen in the distance.

A.62 The view is considered to have a low value due to the dominance of the busy transport route.



**Representative view 10 - Existing Situation**



Representative view 10 - Proposed Situation (Amended Proposed Development)

## Appraisal of Effects

A.63 The representative view will have a low susceptibility to change and a low sensitivity to the Amended Proposed Development.

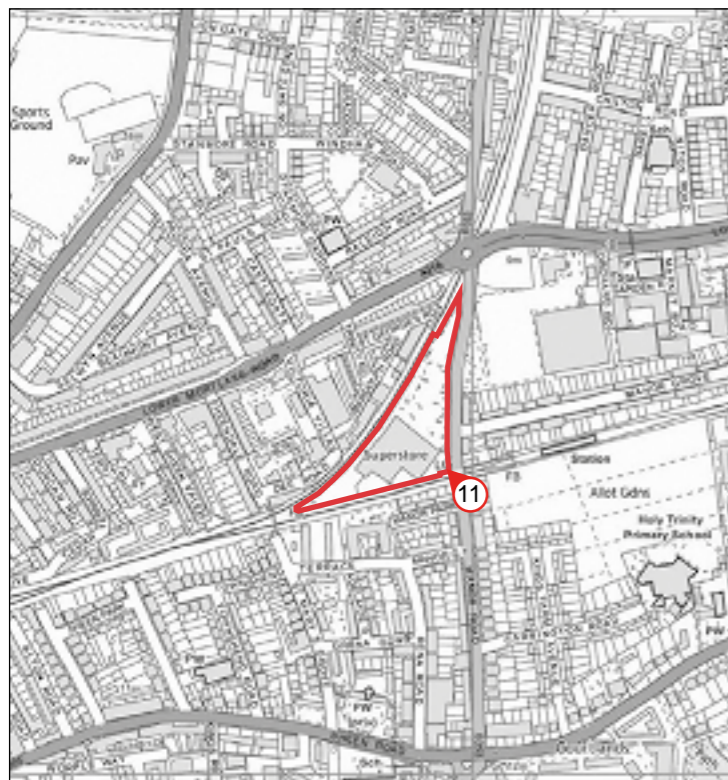
## Effects of the Amended Proposed Development

A.64 The Amended Proposed Development's Block E can be seen in the middle ground of the view, facing on to Manor Road. Beyond, Core B of Block A steps down to respond to the existing building height along the road and proposed street tree planting provides interest at ground level, softening the streetscape.

A.65 The varied building heights of block E, along with its facade articulation and top floor set back aid with breaking up the mass of the Amended Proposed Development within the view. Landscaping and tree planting at the northernmost extent of the Site replace trees removed to facilitate development.

A.66 Overall it is considered that the Amended Proposed Development will have a local, direct, permanent, medium magnitude of change and a **moderate to minor and beneficial effect**.

**Representative view 11 – Manor Road**



**Location Plan**

**Baseline conditions**

A.67 Situated 25m from the south eastern corner of the Site, close to the level crossing over the railway line, this representative view is looking at the Site in a north westerly direction. The view is framed by the various elements of infrastructure associated with the railway and the station.

A.68 Manor Road runs centrally within the view. The pedestrian bridge across the railway line screens views towards the building in the Site to the west (left) whilst to the east (right) of the view is the footpath along Manor Road and signage associated with the railway line. In the background of the view, beyond the level crossing, vegetation associated with the car parking areas of the Site can be seen, with the upper stories of Falstaff House terminating the view beyond.

A.69 The visual receptors are residents and road users, including commuters since Manor Road links two primary vehicle routes, the A136 (Lower Mortlake/Lower Richmond Road) and the A305 (Upper Richmond Road West/ Sheen Road), and people accessing the railway station.

A.70 The view is considered to be of a low value due to the lack of visual amenity and the clutter of the infrastructure associated with the level crossing and the station.



**Representative view 11 - Existing Situation**



Representative view 11 - Proposed Situation (Amended Proposed Development)

## Appraisal of Effects

A.71 The representative view will have a low susceptibility to change and a low sensitivity to the Amended Proposed Development.

## Effects of the Amended Proposed Development

A.72 The Amended Proposed Development's Block D can be seen in the middle ground of the view and Block A in the background. The blocks introduce a new built form and scale into the townscape. This helps to provide an enhanced sense of enclosure to Manor Road.

A.73 There is a clear difference between the architectural treatment of bottom, middle and the top of Blocks A and D eastern buildings, where they face Manor Road and the ground floor entrances provide animation to the street. The buildings are well proportioned, giving a human scale, and the façade materials reflect those already present along the road. The inset balconies aid in visually reducing the mass of the buildings.

A.74 The taller elements of Block D and Block A are set back from Manor Road. This ensures that they do not appear too dominant and help to create an articulated skyline.

A.75 The Amended Proposed Development is considered to have a local, direct, permanent, high to medium magnitude of change resulting in a **moderate and beneficial effect**.

**Representative view 12 – Crown Terrace and Victoria Cottages**



**Location Plan**

**Baseline conditions**

A.76 This representative view at the junction of Crown Terrace and Dee Road is close (28m) to the Site and looks towards it in an easterly direction, looking over the railway line, which is screened by a hedge.

A.77 Framing the view to the east (left) side of the view is a mature tree in the front garden of the houses on the north side of Crown Terrace, which can be seen beyond. The fore and middle ground of the view are dominated by Dee Road and the parking spaces located along it. Beyond the hedge which runs along the railway track, the building on the Site is visible, as well as vegetation within the Site. Roofs of the two storey housing situated along Manor Park can be glimpsed in the background.

C.78 The view is recognised to be of a low value.



**Representative view 12 - Existing Situation**



Representative view 12 - Proposed Situation (Amended Proposed Development)

## Appraisal of Effects

A.79 The representative view will have a medium to low susceptibility to change and a low sensitivity to the Amended Proposed Development.

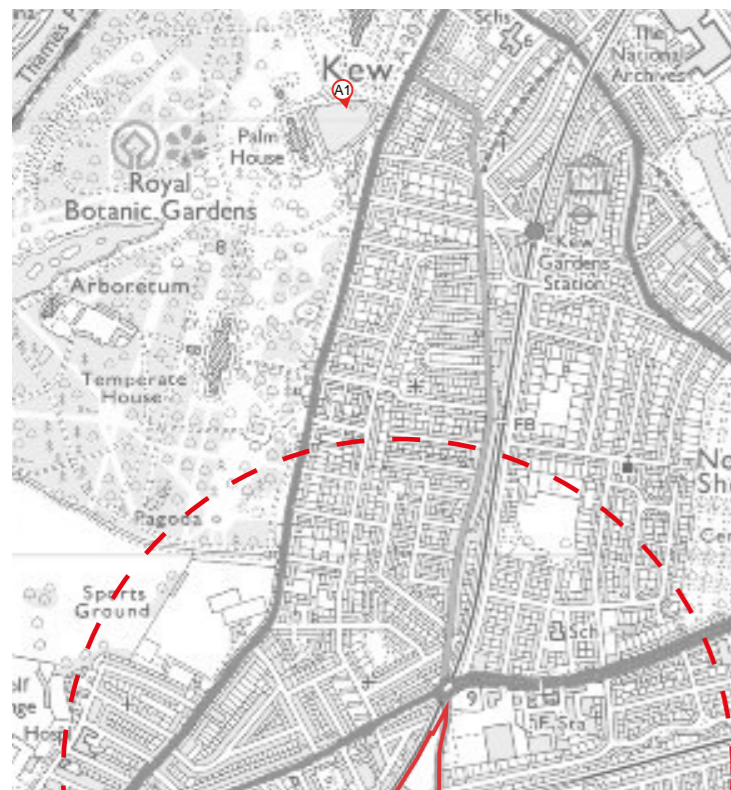
## Effects of the Amended Proposed Development

A.80 The Amended Proposed Development's Block C can be seen in the middle ground of the view and Block B can be seen behind the existing tree, with Block A beyond. This view demonstrates how the Amended Proposed Development provides a new frontage to the railway line and Dee Road, providing natural surveillance.

A.81 Block C's façade is broken up with bay windows and its top floor is set back, this helps to break up the mass of the Amended Proposed Development within the view.

A.82 Overall it is considered that the Amended Proposed Development will have a local, direct, permanent, high magnitude of change and a **moderate and neutral effect**.

**Representative view A1 – Broad Walk - Royal Botanic Gardens, Kew**



Location Plan

**Baseline condition**

A.83 This long distance (1.5km from the Site) view is taken from within the Royal Botanic Gardens looking in a southerly direction across the Palm House Pond at the southern extent of the Broad Walk. The Palm House can be seen to the west (right) of the view.

A.84 The Royal Botanic Gardens are a World Heritage Site.

A.85 Beyond the ornamental pond in the middle ground, the tower at the entrance to the gardens can be seen, with trees within the botanical gardens.

A.86 The representative view is considered to be of high value.



Representative view A1 - Existing Situation





Representative view A1 - Proposed Situation (Amended Proposed Situation)

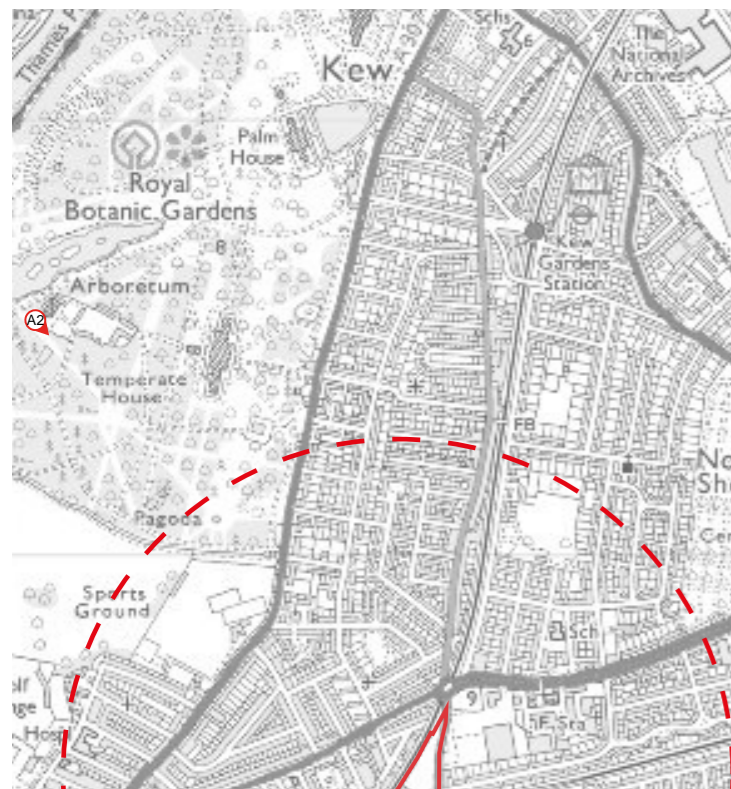
## Appraisal of Effects

A.87 The representative view will have a high susceptibility to change and a high sensitivity to the Amended Proposed Development.

## Effects of the Amended Proposed Development

A.88 The Amended Proposed Development will be imperceptible within the view and it is therefore considered that there will be no change in the view as a result of the Scheme Proposal, resulting in a **negligible and neutral effect**.

**Representative view A2 – Cedar Vista - Royal Botanic Gardens**



**Location Plan**

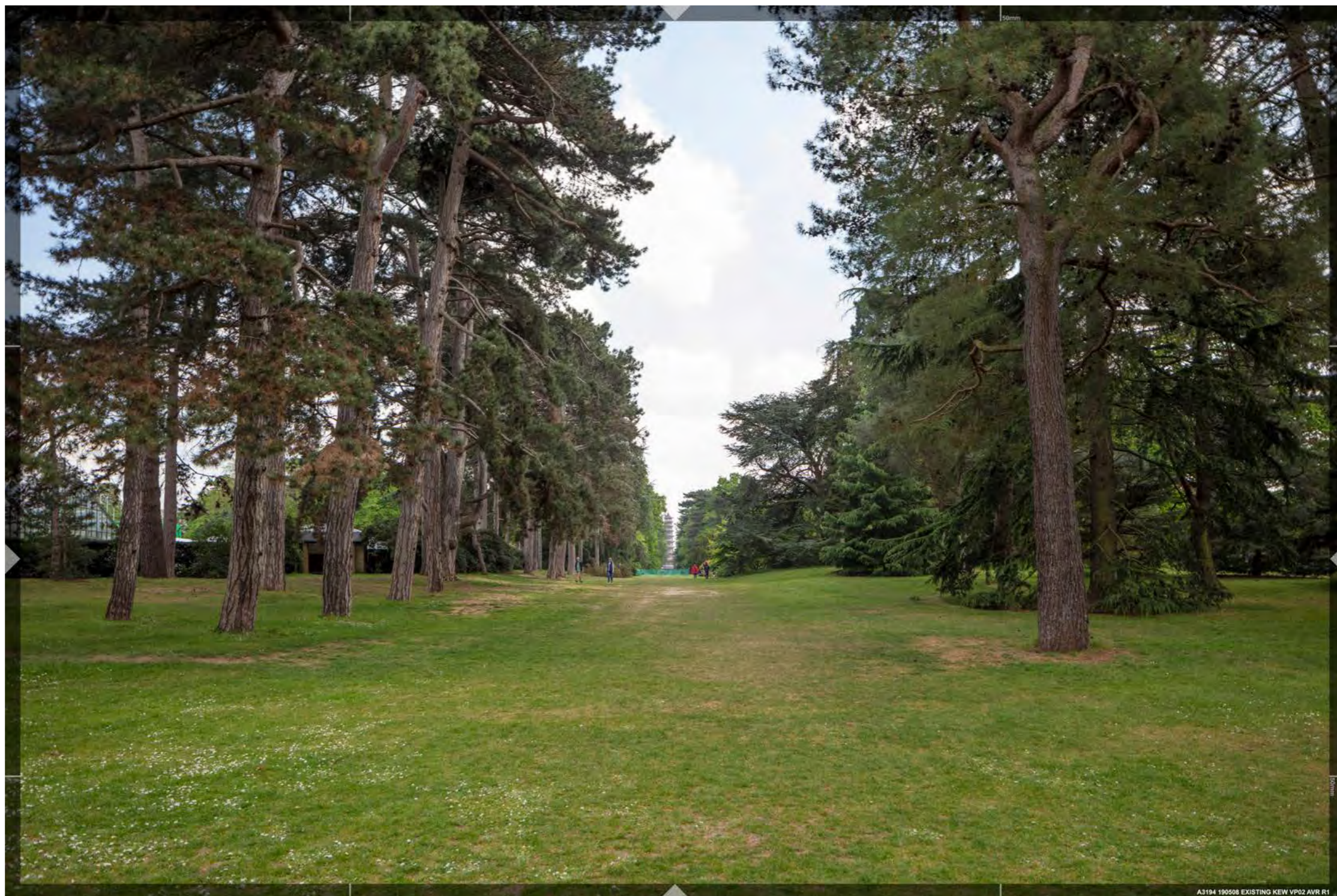
**Baseline conditions**

A.89 This long distance (1.35km from the Site) view is taken from within the Royal Botanic Gardens looking along Cedar Vista in a south easterly direction towards the Pagoda.

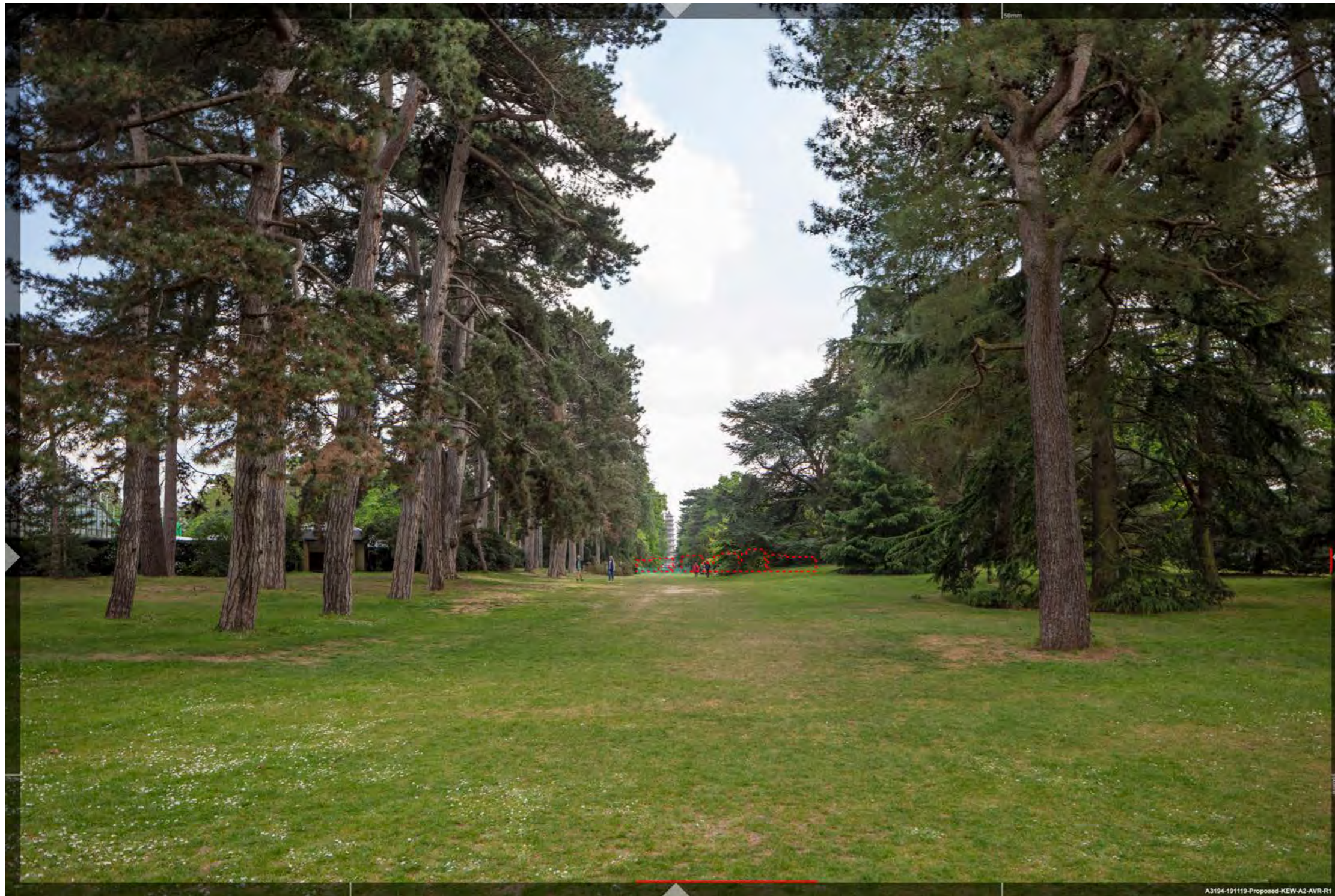
A.90 The Royal Botanic Gardens are a World Heritage Site.

A.91 The fore and middle ground are occupied by the grassy ride of Cedar Walk, framed to the left and right by mature cedars. The Pagoda can be seen at the end of the designed vista.

A.92 The representative view is considered to be of high value.



**Representative view A2 - Existing Situation**



Representative view A2 - Proposed Situation (Amended Proposed Development)

### Appraisal of Effects

A.93 The representative view will have a high susceptibility to change and a high sensitivity to the Amended Proposed Development.

### Effects of the Amended Proposed Development

A.94 The Amended Proposed Development will be imperceptible within the view and it is therefore considered that there will be no change in the view as a result of the Amended Proposed Development, resulting in a **negligible and neutral effect**.

The logo for ARC, consisting of the lowercase letters 'arc' in a bold, blue, sans-serif font. The background features abstract, curved lines in light blue and green that sweep across the left side of the page.

arc

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