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## Manor Road / Richmond Townscape & Visual Impact Appraisal



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Prepared for  
**Avanton Richmond Development Ltd.**

Prepared by  
**Arc Landscape Design and Planning Ltd.**  
Engravers House, 35 Wick Road,  
Teddington, Middlesex TW11 9DN

Tel - 020 3538 8980 Email - [admin@arcldp.co.uk](mailto:admin@arcldp.co.uk)  
**[www.arcldp.co.uk](http://www.arcldp.co.uk)**

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|  | Contents |
|--|----------|
| 1. Introduction                                    | 5        |
| 2. Appraisal and Methodology                       | 7        |
| 3. Baseline Conditions                             | 9        |
| 4. Appraisal of the Effects of the Scheme Proposal | 15       |
| 5. Summary and Conclusions                         | 19       |
| APPENDIX A   | 20       |
| APPENDIX B   | 24       |
| APPENDIX C   | 28       |
| APPENDIX D   | 54       |



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## 1. Introduction

1.1 This Townscape and Visual Impact Appraisal (TVIA) has been prepared to support the application for full planning permission for the proposed scheme on a site at Manor Road, Richmond (hereafter referred to as the 'Scheme Proposal') located in the London Borough of Richmond upon Thames (LBRuT).

1.2 This TVIA has been prepared on behalf of Avanton Richmond Development Ltd. ('the Applicant') and assesses the effect of the Scheme Proposal (described below), on the townscape and visual receptors of the site at Manor Road, Richmond (hereafter referred to as the 'Site') and its surroundings; the location of which is shown in **Figure 1.1**.

1.3 The Scheme Proposal comprises the demolition of the existing buildings and structures and the residential-led redevelopment of four buildings of between four and nine storeys providing 385 residential units, 480sq.m flexible retail /community / office uses, car and cycle parking, landscaping, and public and private open spaces.

### Background

1.4 The TVIA is set out in five sections. Section two provides a summary and approach of the methodology used. This is followed by section three, which assesses the baseline situation of the Site and its surroundings (the baseline study) in respect of both townscape character and visual amenity. This establishes the sensitivity of the Site against which the Scheme Proposal is assessed. The fourth section provides an appraisal of effects of the Scheme Proposal on the previously identified baseline situation. A summary of the findings is set out at the end of the report. The TVIA is supported by a series of figures, photos and appendices, the latter includes an appraisal of effects on the identified representative views.

1.5 To support the TVIA a total of 12 representative views have been used to inform the potential townscape and visual effects (see **Appendix C**). For each view existing photography and proposed 'accurate visual representations' (AVR) have been provided. The AVRs have been prepared through overlaying photographs from the agreed viewpoints with a representative model of the Scheme Proposal. Additional non-verified CGIs, illustrations and elevations are included within the architect Assael's Design and Access Statement and should be read in conjunction with this appraisal.

### Planning Context

1.6 Relevant planning policy for the Site includes the further alterations to the Greater London Authority's London Plan (2016), along with LBRuT's local planning policies. These documents provide local guidance with regard to development affecting townscape and visual matters and accord with the statutory duties and the general principles outlined in the NPPF. Consideration also needs to be given to the Draft London Plan (2018), which has been consulted on and, although not adopted, should be afforded some weight in decision making now that Examination in Public is underway.

1.7 LBRuT's Local Plan policies relevant to townscape and visual matters include 'LP1-Local Character and Design Quality', 'LP2-Building Heights', 'LP3-Designated Heritage Assets', 'LP4-Non-Designated Heritage Assets', and 'LP5-Views and Vistas'.

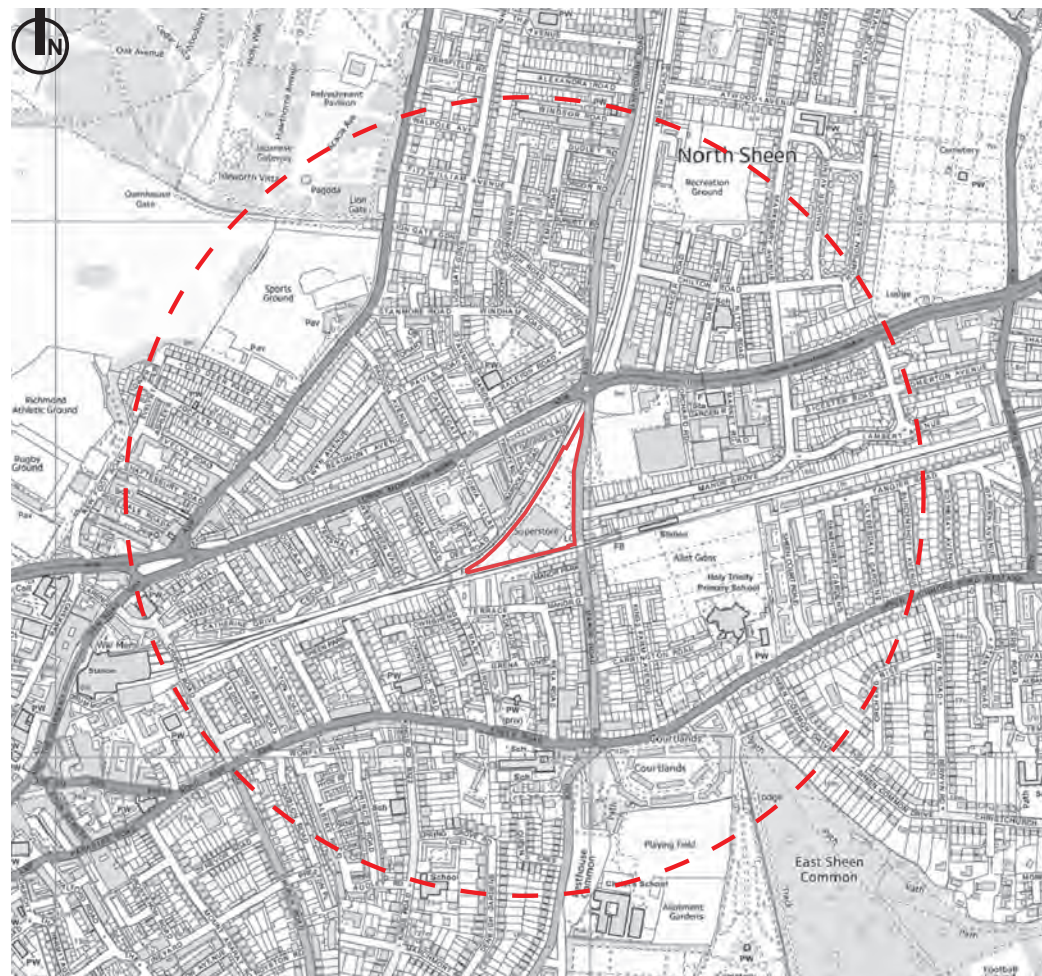
1.8 The Site is not covered by any planning policy designations relating to townscape value and does not fall within or adjacent to a London View Management Framework (LVMF) or an established LBRuT view or vista.

1.9 The Site is covered by the 2016 LBRuT Richmond and Richmond Hill Village Planning Guidance SPD, which establishes the character of the various components of this area of the borough. It is located within 'Character Area 6: Old Gas Works'.

1.10 Other local planning guidance which has informed this appraisal include:

- LBRuT Sustainable Urban Development Study (2008)
- Kew Village Planning Guidance SPD (July 2014)
- East Sheen Village Planning Guidance SPD (December 2015)
- Royal Botanic Gardens, Kew: World Heritage Site Management Plan (2011, Draft)
- Relevant Conservation Area Studies

1.11 The relevant planning policy context within which the Scheme Proposal is considered is set out in full at **Appendix A**.



**Figure 1.1 - Study Area**

- Site
- ▭ Study Area





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## 2. Appraisal and Methodology

### Introduction

2.1 The methodology and approach in undertaking this appraisal is based upon informed and reasoned professional judgement, taking into account a combination of quantitative and qualitative factors.

### Summary Methodology

2.2 This TVIA is undertaken with a prior understanding of the nature of the Scheme Proposal and its purpose is to assess how it may affect the townscape and visual amenity of identified receptors. In line with best practice, whilst interrelated, townscape and visual effects are considered separately. It is carried out in accordance with the Guidelines for Landscape and Visual Impact Assessment, Third Edition (2013), An Approach to Landscape Character Assessment (2014) and GLA's Shaping Neighbourhoods: Character and Context SPG (2014).

2.3 A summary of the approach taken in this appraisal is set out in the following paragraphs, with the full methodology described in full at **Appendix B**.

2.4 Through a combination of desk based and field studies, receptors, which may be affected by the Scheme Proposal, are established. The term 'receptor' is used to mean an element or assemblage of elements (e.g. people using a public right of way or a townscape character area) that may be affected by the Scheme Proposal.

2.5 The first stage of the appraisal is to identify the baseline conditions of the Site and surrounding Study Area. The existing elements and characteristics that contribute to the townscape are considered to establish townscape character area receptors. This includes reference, where relevant, to published character assessments and conservation area appraisals. Visual receptors are recognised along with representative, specific or illustrative views to establish the visibility of the existing Site. Consideration will be given to strategic or local views that are identified in planning policy or guidance documents.

2.6 The next stage considers the value of a receptor and its susceptibility to the proposed change; this is used to establish the receptor's sensitivity. The Scheme Proposal is then considered and from this the potential degree of 'effect' is predicated and assessed on the previously identified receptors.

### Study Area

2.7 The Site occupies 1.5 hectares and the Study Area (as illustrated in **Figure 1.1**) for the townscape character area appraisal includes both the Site and its wider context at a 750 metre radius from its centre. The visual appraisal considers the zone of theoretical visibility (ZTV) within this Study Area, with further long distant views being considered where identified and relevant.

### Consultation

2.8 Consultation was undertaken with Officers from LBRuT regarding the location of the representative views. Feedback was received from LBRuT on 22nd October 2018 regarding the inclusion of three additional views; namely from Manor Road at the entrance to Sainsbury's; from Manor Road west of Manor Grove; and from the southern end of Crown Terrace and Victoria Villages looking along Dee Road. These are included as representative views 10, 11 and 12 respectively. A number of other short distance views were also requested by LBRuT as non-verified views. These have been included for contextual information in the Design and Access Statement prepared by Assael.

### Assumptions and Limitations

2.9 In considering the effects of the Scheme Proposal upon the townscape character areas and visual receptor's representative views the TVIA is based on the AVRs, set out in **Appendix C**, and material that accompanies the planning application, including the supporting Design and Access Statement, prepared by Assael.

2.10 The TVIA has been undertaken based on access to publicly accessible areas; whilst the potential effects from residential properties have been considered, no access was gained and so the appraisal is based on professional judgement based on the nearest publicly accessible location.

2.11 Whilst this appraisal considers the relationship between the Site and heritage assets within the Study Area and the value of the heritage asset is a factor in determining the value of the townscape and visual receptors, the appraisal does not assess the significance and setting of the heritage assets. These are addressed in the accompanying Heritage Statement prepared by Geoff Noble.





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### 3. Baseline Conditions

#### Introduction

3.1 This section considers the existing site in terms of the physical townscape and its components along with the townscape character receptors and visual amenity from existing visual receptors within the Study Area, which has been defined by a 750m radius from the centre of the Site (shown in **Figure 1.1**).

3.2 The 'value' of each townscape character and visual receptor has been considered as part of the baseline study through the desk-based review and site visits and this contributes to the resultant 'sensitivity' of each receptor established at the appraisal of effects stage.

#### The Site

3.3 The Site, which is triangular in shape, contains a single low rise, large retail store, which is one storey of double height and associated hard standing. The retail store is currently occupied by three retailers - Homebase, Europcar and Pets at Home - who use the associated hard surfacing for vehicle parking, deliveries etc. Adjacent to the car parking is a bus depot at the northern extent of the Site. The retail store does not currently address the surrounding townscape and does little to contribute to it.

3.4 The Site's eastern boundary fronting Manor Road is defined by a low brick wall with brick pillars and metal decorative inset panels. The southern and north western boundaries, where the Site abuts the railway line, are defined by palisade fencing.

3.5 Set back from the boundary, the retail building is surrounded by hard surfacing, with some, relatively small, trees; some of which are included within a tree preservation order (TPO). The TPO dates to 1993, which coincides with the likely planting of the trees throughout the car park.

3.6 A tree report has been produced by ACS (Trees) Consulting which concluded that

*"The majority (nearly 80%) of the recorded trees are low quality, 'C' grade individuals, which are standard landscape planting at the time the area was developed. A small number qualify for the higher, moderate grading of 'B', simply owing to their somewhat larger size and limited number of defects. There are no 'A' grade, high quality trees. The trees provide a low collective contribution to the landscape owing to their mediocre quality and low stature."*

3.7 There are also some beds of shrub planting within the Site, although these have not been managed and in some areas extend over the boundary wall onto the adjoining public footpath.

#### The Surrounding Context

##### Landform

3.8 The landform in the Study Area is low lying associated with the valley floor of the River Thames. To the south of the Site are Richmond Park and Richmond Hill, where the land rises to approximately 60 metres above ordnance datum (AOD).

##### Land use

3.9 The majority of the Study Area is composed of residential dwellings and its associated infrastructure such as local shopping centres and schools. There are also pockets of light industrial and retail uses.

3.10 There are several areas of open space, notably, the southeast extent of the Royal Botanic Gardens of Kew, Richmond Cricket Club, North Sheen Recreation Ground and the North Sheen Allotments. The latter is situated to the southeast of the Site and is referred to on the LBRuT Local Plan - Proposals Map as 'Other Open Land of Townscape Importance'.

3.11 The Royal Botanic Gardens of Kew, which is recognised as being of international importance as a garden and research centre establishment, is approximately 525 metres distance from the Site to the northeast.

#### Movement

3.12 The main access point into the Site is from Manor Road (B353) which bounds the eastern boundary. Manor Road is a busy route and links two primary vehicle routes, the A136 (Lower Mortlake/Lower Richmond Road) and the A305 (Upper Richmond Road West/ Sheen Road).

3.13 The Site is situated between two railway lines, to the northwest (underground and overground) and south (main line). To the southeast is North Sheen railway station. A footbridge, beyond the Site's southeast boundary, provides pedestrian access across the railway lines.

#### Built form and appearance

3.14 The Study Area contains a mixture of built form and appearance with residential dwellings consisting of two-three storeys of height with front and back gardens. This is interspersed with 21st century, mid-rise, five to six storey development in the immediate context of the Site, including St Georges House and Falstaff House and also the development to the south of Garden Road which both comprise of employment space and apartment blocks.

3.15 A variation from the general low to mid-rise townscape character is provided by The Towers, a 1960s eleven storey high block of flats situated to the northwest of the Site and Peldon Court to the south, a 1950s housing estate of two nine storey blocks.

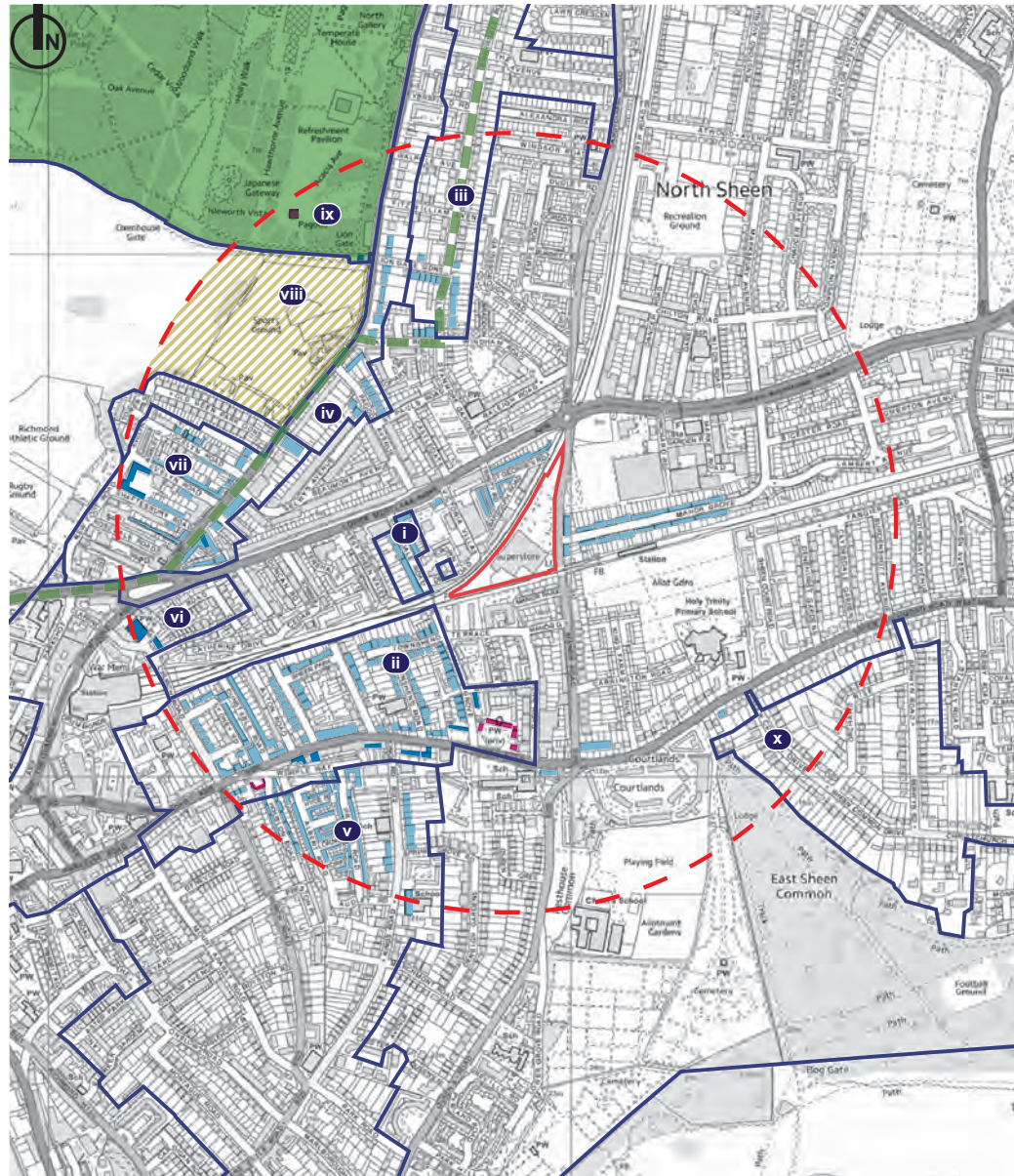
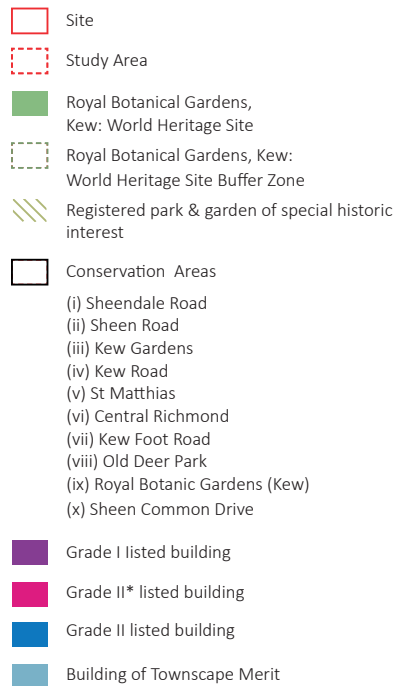
3.16 A large Sainsbury's is located to the northeast of the Site on Manor Road and to the north are some self-storage units and warehouses. Along the northwest boundary on Burdolph Road there is also a Travis Perkins.

3.17 The spire of the Church of St Matthias (grade II), located outside of the Study Area, and the Pagoda (grade I) situated within the Royal Botanical Gardens of Kew are local landmarks along with The Towers and Peldon Court.

#### Vegetation

3.18 Notwithstanding the urban location of the Site, the Study Area contains a generous amount of vegetation and tree cover in the form of street trees, private gardens and within the areas of open space.

Figure 3.1 - Heritage Assets



### Heritage Assets

3.19 The Site itself does not fall within or contain any designated heritage assets, however, within the Study Area, there are the following heritage assets (shown in **Figure 3.1**):

- Sheendale Road Conservation Area – to the west of the Site;
- Sheen Road Conservation Area – southwest of the Site;
- Southern extent of Kew Gardens and Kew Road Conservation Areas – north of the Site;
- Six further conservation areas (St Matthias; Central Richmond; Kew Foot Road; Old Deer Park; Royal Botanical Gardens (Kew); and Sheen Common Drive) are situated at the edge of the Study Area;
- Buildings of special architectural and historic interest – Hickeys Almshouses (chapel & lodges) which are grade II\* listed;
- Richmond Church Estate Almshouses grade II listed – south of the Site;
- Listed buildings in the surrounding area of the Site; Dunstable House 93 Sheen Road, No. 69 Sheen Road, Houblon's Almshouses, St Johns Studio, Matthias's Café and Bakery, Nos 149, 151, 153, 155, 157 and 159 Sheen Road; and
- Kew Royal Botanic Gardens: World Heritage Site (WHS)- north of the Site. The whole domain is designated as grade I on the register of parks and gardens of special historic interest and is a designated World Heritage Site (WHS). The WHS Management Plan 2011 (Draft) requires that view lines from outside the WHS zone should be protected

3.20 Consideration within the TVIA has been given to these heritage assets in determining the value of the townscape character receptors and visual receptor representative views, however for an assessment of their significance and setting, reference should be made to the accompanying Heritage Statement.



## Baseline Townscape Character

3.21 This section considers the townscape features that contribute to the existing character of the Study Area. The GLA London Plan SPG Character and Context sets out how to assess character areas. It builds on Policy 7.4 Local Character of the London Plan and sets out four principles:

- Character is all around us and everywhere has a distinctive character.
- Character is about people and communities.
- Places are connected and overlap – boundaries and transitions are important.
- The character of a place is a dynamic concept.

3.22 The Site and its immediate environs are characterised by built urban form which varies in scale, footprint and height, comprising residential, retail, light-industrial and transport infrastructure. As previously noted, buildings within and surrounding the Site are generally low-medium rise, ranging from 2-6-storeys, the exceptions to the generally low-rise height being The Towers and Peldon Court to the northwest and south of the Site respectively.

3.23 Whilst the Site is not covered by any planning policy designations relating to townscape value, in the LBRuT Richmond and Richmond Hill Village Planning Guidance SPD, the Site is located within 'Character Area 6: Old Gas Works', described thus:

*“This character area occupies the angle of two busy through routes: Lower Richmond Road and Manor Road. There is no coherent frontage to either road and the whole area has an irregular, adhoc character due to its industrial past.”*

3.24 The TVIA has sub-divided the Study Area into eight townscape character areas (see **Figure 3.2**) to better understand the finer grain of the receiving townscape and identify any potentially sensitive landscape receptors. This has been informed by The Mayor of London's Character and Context SPG; Royal Botanic Gardens, Kew: World Heritage Site Management Plan (2011, Draft); LBRuT's Richmond and Richmond Hill Village Planning Guidance SPD, the Kew Village Planning Guidance SPD and the East Sheen Village Planning Guidance SPD.

3.25 **Table 3.1** provides a description of the Townscape Character Areas (TCAs) found within the Study Area and their key features. The Site itself falls within 'TCA 1 North Sheen Mixed Use'.



**Figure 3.2 - Townscape Character Areas**

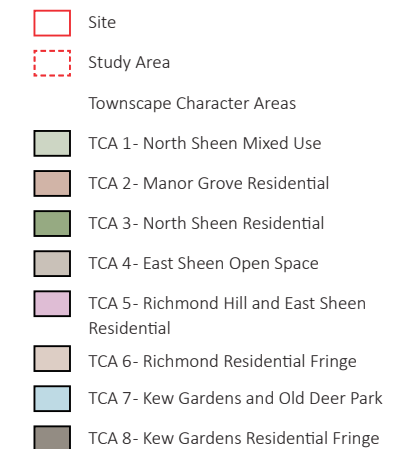


Table 3.1 – Townscape Character Areas

| Townscape Character Areas                      | Features  | Value                 |
|--|---|-----------------------|
| TCA 1 North Sheen Mixed Use                    | <ul style="list-style-type: none"> <li>Mixed land uses comprised of industrial, residential and retail.</li> <li>The built environment creates a low lying relatively flat landform; an elevated vantage point is the A316/B353 roundabout which is raised.</li> <li>The area consists of taller buildings varying between 5 to 11 storeys, which are predominantly of a larger footprint. The buildings originate from the 20th-21st Century and oppose the 2 storey residential housing of surrounding areas.</li> <li>The high intensity transport systems surrounding the Site hinder the flow of movement.</li> <li>Green is present lining the streets, partially within car parks and private gardens.</li> <li>St George's Road and Trinity Road have some buildings of townscape merit.</li> </ul>   | Medium to low value   |
| TCA 2 Manor Grove Residential                  | <ul style="list-style-type: none"> <li>Foremost residential dwellings.</li> <li>Dense housing and flat landform allow for long narrow views.</li> <li>Early 20th Century and interwar short terraces of two storeys made of stock brick with brick lintels, red brick, pebbledash and white render.</li> <li>Streets run parallel to the railway line and provides street parking on either side.</li> <li>Low brick walls with contained ornamentals shrubs combined with mature trees lined on the pavements creates a consistent visual character.</li> <li>Some short-terraced dwellings on Manor Grove are of townscape merit.</li> </ul>  | Medium value          |
| TCA 3 North Sheen Residential                  | <ul style="list-style-type: none"> <li>Foremost residential dwellings land use with some educational buildings, churches and open space.</li> <li>Ranging from Edwardian, Victorian and mid 20th century the street is composed of two storey semi-detached houses. Sheen Court and Courtlands are situated along Upper Richmond with several other taller apartment blocks. Stock brick with red brick lintels, stucco and red tile porches are common materials in the area.</li> <li>The residential streets are located between the busy passages of Upper Richmond and Lower Richmond Road.</li> <li>Generous front gardens and space for street parking create a wider but contained view.</li> <li>Street trees are semi-mature and often smaller scale flowering species.</li> <li>Low brick walls, hedgerows and timber fencing define front gardens.</li> </ul> | Medium to low value   |
| TCA 4 East Sheen Open Space                    | <ul style="list-style-type: none"> <li>Formal and informal recreation including East Sheen and Pesthouse Common and Christ's School playing fields.</li> <li>A slight slope in the landform rising towards the higher grounds of Richmond Park.</li> <li>1-2 storey school buildings form the built environment, which are set back and not visible from adjacent roads.</li> <li>East Sheen Common and Richmond Park are linked by ProWs</li> <li>The school grounds and playing fields are enclosed by mature trees and woodland.</li> <li>The Lancaster monument (grade II*) and the Buxton Monument (grade II) in East Sheen Cemetery are heritage assets.</li> </ul>   | High to medium value. |
| TCA 5 Richmond Hill and East Sheen Residential | <ul style="list-style-type: none"> <li>Primarily residential land use.</li> <li>The landform allows for occasional distant views such as tower blocks.</li> <li>2-3 storey detached houses set back from the road.</li> <li>Bay windows, red and stock brick, applied timbering and timber sash windows are common.</li> <li>Various building styles, including semi-detached 2 storey houses, terrace cottages and 3 storey villas.</li> <li>Space for street trees, planting and wide pavements as buildings are set back.</li> <li>Large front gardens defined by low brick walls and hedgerows, on plot parking and trees.</li> <li>Many buildings of townscape merit contained within the St Matthias and Sheen Common Drive Conservation Areas.</li> </ul>  | High value            |

| Townscape Character Areas            | Features   | Value                     |
|--------------------------------------|--|---------------------------|
| TCA 6 Richmond Residential Fringe    | <ul style="list-style-type: none"> <li>Mainly residential mixed with retail units and cafes along primary routes.</li> <li>The flat landform creates short views.</li> <li>Dominant materials and built features include 18th and 19th listed buildings, later semi-detached houses and Victorian terraces, detailed decorative brickwork, red and stock bricks, slate roofs and sash windows.</li> <li>Short residential streets branching from the main roads leading to Richmond including Sheen Road and Lower Mortlake Road.</li> <li>Hedgerows and walls define narrow front gardens of houses set in gardens with mature trees.</li> <li>Grassed courtyards are associated with the almshouses.</li> <li>Smaller scale street trees are present.</li> <li>Contains an array of listed buildings, buildings of townscape merit and conservation areas including Sheen Road, Sheendale Road, Central Richmond and Kew Foot Road.</li> </ul>   | High value                |
| TCA 7 Kew Gardens and Old Deer Park  | <ul style="list-style-type: none"> <li>Formal gardens and recreational facilities of international importance create the open space.</li> <li>Predominantly flat/ low-lying landform associated with the valley floor of the River Thames.</li> <li>Sparse buildings situated within the area associated with sports grounds and the Royal Botanical Gardens.</li> <li>Public access to The Royal Botanical Gardens is subject to a fee and opening hours.</li> <li>Vegetation relates to amenity grassland, mature parkland trees, ornamental shrubs and the extensive botanical collections.</li> <li>A small number of listed buildings, Royal Botanical Gardens (Kew) Conservation Area and registered park and garden, the Royal Botanical Gardens WHS and its associated buffer zone are all heritage assets.</li> </ul>   | Exceptional value         |
| TCA 8 Kew Gardens Residential Fringe | <ul style="list-style-type: none"> <li>Residential in land use.</li> <li>Linear views directed along residential streets in combination with flat low lying landform causes for short views.</li> <li>Edwardian and Victorian houses and villas of 3 storeys in height constructed of red and stock bricks with decorative balustrading, bay windows, stucco with timber panelling and low pitched roofs.</li> <li>Kew Roads large detached houses with occasional 4 storey apartment blocks.</li> <li>Foliage and trees are mature and grand in appearance surrounding residential properties.</li> <li>Large front gardens defined by low brick walls and ornamental planting enhancing the character.</li> <li>Short residential streets branch east-west from Kew Road.</li> <li>An important characteristic is the linear relationship of the street frontages and the wall of the royal botanical gardens.</li> <li>Plot parking is possible due to the offset of the building line from the road.</li> <li>The area contains Kew Gardens and Kew Road Conservation Areas and partly falls within the buffer zone of the WHS.</li> </ul> | Exceptional to high value |



## Baseline Visual Appraisal

3.26 The first stage of the baseline visual appraisal is to establish the zone of theoretical visibility or visual envelope of the Site, in other words, the extent of the area from which it is visible. This is done through a combination of desk-based research, reviewing the topography of the Study Area and locations of potential intervening visual barriers such as built form and significant vegetation from maps and surveys, and site visits where the visual receptors are confirmed.

3.27 The second stage considers the Site's visibility from the identified visual receptors. It establishes the nature of the view and to what extent the Site contributes to the view. This is demonstrated through a selection of representative views, which are set out and described in detail at **Appendix C**.

### Stage 1 – Site visibility

3.28 Following the desk-based review of local OS mapping, site visits were undertaken on 11th & 26th July and 27th September 2018. These established the visibility of the Site and a number of visual receptors were identified.

3.29 Visual receptors are defined as "*viewing locations where people can view or are likely to be able to view the site and therefore the emerging application proposal development*". This TVIA's methodology in identifying receptors and viewpoint locations follows good practice guidance set out in the Landscape Institutes's (2013) Guidelines for Landscape and Visual Impact Assessment, Third Edition.

3.30 The visual receptors for the Site include:

- Conservation Areas and the WHS;
- Public open spaces situated within 500 metre of the Site;
- Public highways within 500 metres;
- Low to mid rise residential properties and taller residential apartment blocks, above six storeys, located within 750 metres; and
- Infrastructure associated with the railway lines which run adjacent to the Site

### Stage 2 – Appraisal of views

3.31 The visibility of the Site from the previously identified visual receptor groups vary depending on their proximity to it. A series of representative views have been considered to demonstrate this.

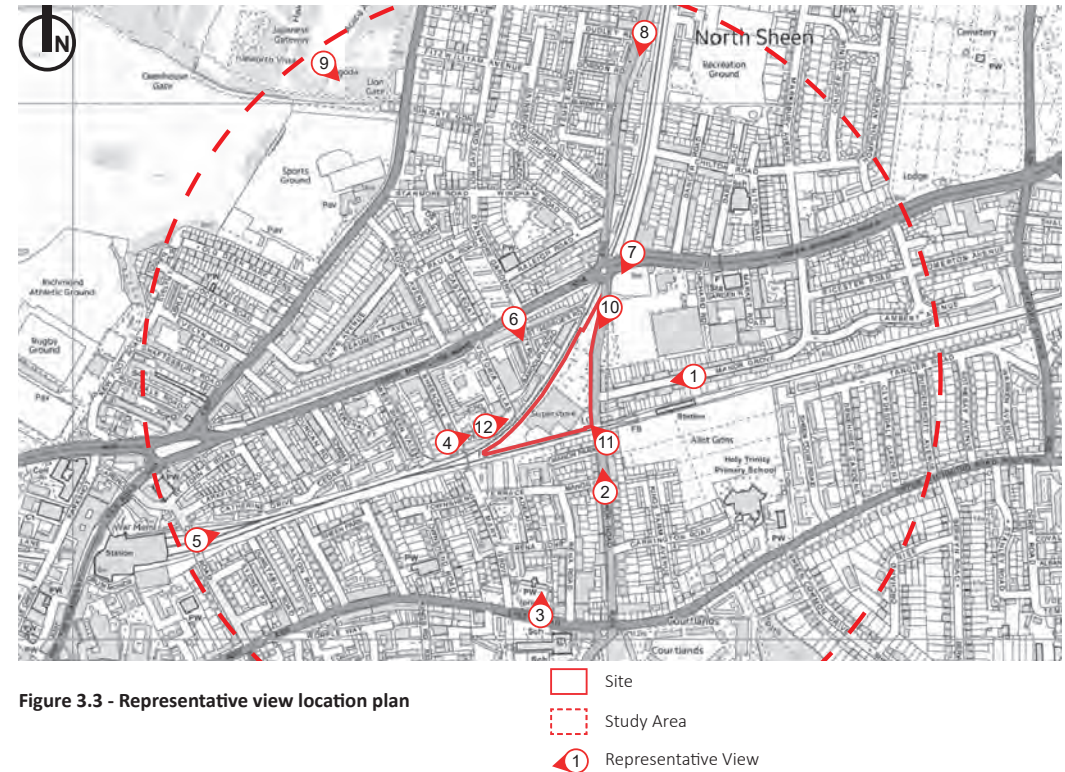
3.32 In establishing the visual receptor group's representative views consideration has been given to view-associated planning policy of the London View Management Framework SPD (LVMF); relevant Conservation Area appraisals; Royal Botanic Gardens, Kew – World Heritage Site Management Plan (2011, Draft); LBRuT Core Strategy (2009); LBRuT Development Plan (DMP) (2001); and LBRuT Sustainable Urban Development Study (2008).

3.33 The following factors informed the selection of representative viewpoints:

- No LVMF views include the Site;
- None of the strategic and local views identified on the LBRuT Proposals Map and identified in Policy DM HD7 in the DMP are orientated towards the Site. Policy DM HD7 seeks to protect 'the quality of views indicated on the Proposals Map';
- Although the North Sheen Allotments are not publicly accessible, they are classified as 'Other Open Land of Townscape Importance' which requires that Policy DM OS 3 of the DMP should be followed; this recognises the need to take into account any possible visual impacts on the character and openness of this area when considering development in the surrounding area;
- The Royal Botanic Gardens, Kew – World Heritage Site Management Plan recognises views within the gardens. Those relevant to the Scheme Proposal include the views along Cedar and Pagoda Vista, and the viewing platform at the top of the Pagoda. It is considered that the Site is only likely to be visible from the latter and has been tested accordingly in representative view 9;
- Long and short views are identified within the St Matthias and Sheen Road Study (1994) and Central Richmond, Richmond Green and Richmond Riverside Conservation Area study (2001), however these are not orientated towards the Site;
- None of the attractive views of note described in The Kew Road, Kew Gardens and Lawn Crescent Conservation Area Study (2007) and the Old Deer Park Study encompass the Site; and
- No specific protected views have been identified by the Kew Foot Road and Sheendale Road Conservation Area Study (2007)

### Visibility from the Visual Receptors

3.34 The visibility of the Site was assessed during the field studies and in total 12 representative views were identified in consultation with Officers from LBRuT. The locations of the representative views are shown in **Figure 3.3** and the baseline situation summarised in **Table 3.3** and discussed in detail in **Appendix C** of this appraisal.



**Figure 3.3 - Representative view location plan**

**Table 3.3 – Representative Views**

| Representative View                               | Distance from Site boundary | Visibility (Existing) | Value      |
|---|-----------------------------|-----------------------|------------|
| 1. Manor Grove                                    | Medium (180m)               | Glimpsed View         | Medium     |
| 2. Manor Road, opposite Townsend Terrace          | Medium (110m)               | Glimpsed View         | Medium-Low |
| 3. Sheen Road, over Hickey's Almshouses           | Medium (340m)               | No View               | High       |
| 4. Dee Road                                       | Short (95m)                 | Partial View          | Medium-Low |
| 5. Church Road                                    | Long (560m)                 | Glimpsed View         | Low        |
| 6. Trinity Road                                   | Short (88m)                 | No View               | Medium-Low |
| 7. Lower Richmond Road/Manor Road roundabout      | Short (95m)                 | Glimpsed View         | Low        |
| 8. Sandycombe Road                                | Medium (495m)               | No View               | Medium-Low |
| 9. View from Pagoda, Royal Botanic Gardens of Kew | Long (710m)                 | Glimpsed View         | High       |
| 10. Manor Road, Sainsbury's entrance              | Short (15m)                 | Open View             | Low        |
| 11. Manor Road, near Manor Grove                  | Short (25m)                 | Open View             | Low        |
| 12. Crown Terrace                                 | Short (28m)                 | Open View             | Low        |





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### 4. Appraisal of the Effects of the Scheme Proposal

#### Introduction

4.1 This section considers how the operational Scheme Proposal, described below and illustrated in the accompanying planning application documents, will affect the receptors identified in the 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.

4.2 To assist in defining the 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) and an appraisal of the susceptibility of the receptors to the Scheme Proposal. The findings for each are set out in **Tables 4.1 and 4.2.**

4.3 For each receptor, the magnitude of change resulting from the Scheme Proposal is then described. The magnitude of change, upon completion, considers the effects in terms of duration, reversibility, geographical extent and size or scale. The Scheme Proposal is considered to be long term and permanent and therefore to avoid unnecessary duplication, duration and reversibility are not discussed further.

4.4 In order to further describe the effects a series of representative views are included at **Appendix C.**

#### Description of Scheme Proposal

4.5 The Scheme Proposal seeks full planning permission for the demolition of the existing building and redevelopment of the Site for predominantly residential use, providing an efficient redevelopment of a currently under-developed and unattractive site.

4.6 The supporting Design and Access Statement, prepared by Assael, illustrates how the Scheme Proposal has been carefully considered and designed in response to the Site's opportunities and constraints and its context. Throughout the process of developing the design, consultation has been undertaken with local stakeholders, LBRuT Officers and the Greater London Authority.

4.7 The Scheme Proposal has been informed by the following design principles:

- Create high quality public realm, active frontages and flexible retail facilities;
- Refer to local architectural styles and character and employ a contextual material palette;
- Establish a new high street frontage to Manor Road with enhanced tree planting;
- Create new areas of soft landscaping particularly on the interfaces with the railway lines; and
- Provide high quality homes with taller building heights concentrated in the centre of the Site away from the boundaries and top floor set-backs on perimeter blocks

4.8 The Scheme Proposal comprises of four blocks (as shown in **Figure 4.1**), which range in height. Residential land uses will be present in all buildings; commercial floorspace is concentrated around the Manor Road frontage. In summary:

- Block A ranges between four to nine stories in height
- Block B rises up to nine stories in height
- Block C ranges between six to seven stories in height
- Block D ranges between four to nine stories in height

4.9 Blocks A, C and D comprise a range of building heights and geometries. This creates visual interest and provides for well-defined public and private realm. The public realm includes new pedestrian routes, a public central Courtyard with pavilion for community uses, play features and communal gardens.

4.10 Block B is intended as a feature building and provides a termination of the vista from Manor Road, where the new access is aligned with Manor Grove.

4.11 To respond to the existing situation along Manor Road, the elements of blocks A and D that face the road are three stories in height with the fourth storey set back. Ground floor entrances are distributed evenly to ensure articulation and animation to the streetscape.

4.12 The approach to the fenestration of the residential floors consists of vertical windows with ground and upper floors typically denoted with horizontal brick banding. This adds visual interest and variety to the building facades. Special consideration has been given to the façade treatment at the upper levels of the Scheme Proposal to ensure that its crown is clearly defined. The palette of facade materials varies across the blocks and the proportions and architectural detailing create a varied, yet coherent development.

4.13 The basis for the proposed material palette and architectural details is derived from analysing the surrounding context and in response to the Richmond and Richmond Hill Village Guidance Plan for Character Area 6. It includes features such as paired entrances, arches, bay windows, projecting balconies and stone detail referencing Manor Road and buildings within the Sheendale Road Conservation Area. Further detail of the materials strategy for the Scheme Proposal is provided within Section 4 of the Design and Access Statement.

4.14 During the construction phase all contractors will be required to apply good practice measures site measures as part of a Construction Management Programme. It can be assumed that the programme will include standard construction methods and housekeeping will be maintained to keep a tidy site and reduce visual clutter during construction works.



Figure 4.1 - Block and landscape strategy plan

Effect on Townscape Character

4.15 The following section considers the effects of the Scheme Proposal on completion on townscape character. Definitions and criteria used are found in **Appendix B**.

4.16 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.

4.17 At a national level the townscape character has been considered in line with the NPPF and the Scheme Proposal *‘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.

4.18 The Site falls within ‘TCA1 North Sheen Mixed Use’. This has been recognised as having a medium to low value within the baseline section of this appraisal. The Scheme Proposal is of a scale and mass that will not detract from the surrounding context and will help to reactivate the street frontage and provide a new area of public realm to Manor Road.

4.19 It is considered that ‘TCA1 North Sheen Mixed Use’ can accommodate the Scheme Proposal and has a low susceptibility to the change proposed, as defined in the methodology set out in **Appendix B**. Through assessing the ‘value’ and ‘susceptibility to change’ it is concluded that ‘TCA1 North Sheen Mixed Use’ has a low sensitivity to the Scheme Proposal.

4.20 Overall it is considered that the Scheme Proposal improves the townscape situation of ‘TCA1 North Sheen Mixed Use’, as shown in representative views 6, 7, 10 and 12 of **Appendix C**. The Scheme Proposal has a direct, permanent, high magnitude of change and overall **moderate and beneficial effect**.

4.21 Partial to glimpsed views are possible from ‘TCA2 Manor Grove Residential’ (representative view 1) of the Scheme Proposal and the Scheme Proposal 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 Scheme Proposal are possible (representative views 4 and 5). The Scheme Proposal has an indirect, permanent, negligible magnitude of change and **minor and neutral effect** on TCA6 Richmond Residential Fringe’.

4.22 The Scheme Proposal 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 Scheme Proposal has an indirect, permanent, low to negligible magnitude of change and overall **minor to negligible and neutral effect** on TCA3.

4.23 The Scheme Proposal 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**.

4.24 The Scheme Proposal 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 Scheme Proposal provides a well designed development which relates positively to the existing building line of Manor Road and respects the receiving context.

**Table 4.1 – 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  |



Effects on Visual Receptors

4.25 With the implementation of the Scheme Proposal, it is considered that the Site's ZTV will increase, with the views from some of the visual receptors identified within the baseline section changing.

4.26 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.

4.27 In order to identify and assess the likely effects of the completed Scheme Proposal on the identified views and visual receptors, rendered Accurate Visual Representations (AVR) have been prepared. AVRs are defined as images that illustrate the location, scale, degree of visibility, visual description of architectural form and use of materials.

4.28 The AVRs and a description of the likely effects of the Scheme Proposal within all 12 representative viewpoints are provided at **Appendix C** and in **Table 4.2** 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 Scheme Proposal.

4.29 The following provides a summary of the visibility of the Scheme Proposal for the key visual receptors / receptor groups:

- Overall it is considered that the Scheme Proposal will not be visible from the majority of publicly accessible areas within the conservation areas that surround the Site.
- The Scheme Proposal will, however, be visible from views orientated outside the southern section of Sheendale Road Conservation Area, as shown in representative view 4 and 12.
- The mature trees within the WHS will prevent views to the Scheme Proposal. 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 Scheme Proposal will be visible from the North Sheen Allotments, but not Richmond Cricket Club and North Sheen Recreation Ground due to intervening vegetation.
- Where the windows are orientated towards the Site, it is considered that partial to glimpsed views will be possible to the Scheme Proposal from the upper stories of the 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 Scheme Proposal 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 a view to the Scheme Proposal, as demonstrated in representative views 3 and 8.
- Open to partial views are likely to be visible towards the Scheme Proposal from Manor Road and the railway lines which run adjacent to the Site, as shown in representative views 10, 11 and 12.

Table 4.2 – 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 Road                                    | 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          |





## 5 Summary and Conclusions

### Introduction

5.1 The TVIA has been founded on a thorough study of the Site and its townscape setting, and through understanding these features and resources, a robust impact appraisal of the Scheme Proposal has been undertaken.

5.2 The Site consists of a triangular shaped block that is bounded by two railway lines and Manor Road. It contains a single, one-storey building with associated hard standing, and a bus depot.

5.3 The Scheme Proposal references local architectural detailing, styles and character along with providing a contextual material palette. It consists of four 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.

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

### Townscape Character Areas Appraisal

5.5 The Scheme Proposal has been designed to respond to and complement its location. The facade treatments and massing have been designed to respond to the receiving townscape.

5.6 The Site falls within 'TCA1 – North Sheen Mixed Use' and 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 Scheme Proposal and will have a moderate and beneficial effect.

5.7 The Scheme Proposal 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

5.8 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 Rod and Trinity Road.

5.9 With the implementation of the Scheme Proposal it is considered that its visibility will increase, however the Scheme Proposal will not adversely affect any views of importance or the visual appearance of the local area.

5.10 The Scheme Proposal will provide an efficient redevelopment of a currently under-developed and unattractive site and, overall, it is considered that the Scheme Proposal 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 and 8

# APPENDIX A

## PLANNING POLICY REVIEW



## National Policy and Guidance

### National Planning Policy Framework (NPPF) 2018

A.1 The NPPF was published on 27 March 2012 and revised on 24 July 2018 it sets out the Government's planning policies for England and how these are expected to be applied. The policies set out in the revised NPPF are material considerations and should be taken into account in dealing with applications from the day of its publication.

A.2 The thrust of the NPPF promotes sustainable development and identifies the three overarching objectives as economic, social and environmental. In relation to the environmental objective, it states that the planning system must "contribute to protecting and enhancing our natural, built and historic environment". Paragraph 10 recognises the "presumption in favour of sustainable development".

C.3 Section 12- Achieving Well Designed Place promotes the creation of high quality buildings, stating in paragraph 124 that "Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities"

A.4 Paragraph 127 sets out the criteria that planning policies and decisions should ensure, which includes (in summary):

- a) Are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;
- b) Are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities); and
- c) Establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit.

A.5 The NPPF promotes early discussions between applicants, the local planning authority and local community in Paragraph 128. Whilst Paragraph 130 states that

"Permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area" Equally it states that "where the design of a development accords with clear expectations in plan policies, design should not be used by the decision-maker as a valid reason to object to development."

A.6 Section 16- Conserving and Enhancing the Historic Environment continues to promote the recognition and conservation of the historic environment, advocating that the decision making should be based on a proportionate assessment of any heritage asset and any contribution made by its setting.

### National Planning Policy Guidance (NPPG)

A.7 National Planning Practice Guidance (PPG) 2014 has been issued by the Government as a web based resource and live document. This is intended to provide more detailed guidance and information regarding the implementation of national policy set out in the NPPF.

A.8 The PPG provides guidance on the implementation of the NPPF. In paragraph 003 the design guidance category supports the need to evaluate and understand the defining characteristics of an area in order to identify appropriate design opportunities and policies. Paragraph 007 goes on to state that views into and out of larger sites should be carefully considered from the start of the design process.

## Regional policy

### London Plan 2016

A.9 Policy 7.1(D)- Building London's Neighbourhoods and Communities, establishes the Mayor's strategic objective for new development within London. It states that the design of all new buildings and the spaces they create should help reinforce or enhance the character, legibility, permeability and accessibility of the neighbourhood.

A.10 Policy 7.4 – Local Character, sets out the Mayor's requirements for reinforcing the physical character of a place.

"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. In areas of poor or ill-defined character, development should build on the positive elements that can contribute to establishing an enhanced character for the future function of the area."

A.11 Policy 7.6 states that architecture should make a positive contribution to a coherent public realm, streetscape and wider cityscape and should utilise the highest quality materials and be of a design appropriate to its context. A number of specific design criteria are also set out and those relevant to this assessment are:

- be of the highest architectural quality;
- be of a proportion, composition, scale and orientation that enhances, activates and appropriately defines the public realm;
- comprise details and materials that complement, not necessarily replicate, the local architectural character;
- not cause unacceptable harm to the amenity of surrounding land and buildings, particularly residential buildings, in relation to privacy, overshadowing, wind and microclimate. This is particularly important for tall buildings; and
- provide high quality indoor and outdoor spaces and integrate well with the surrounding streets and open spaces.

A.12 Policy 7.7 relates to tall buildings and states that:

"Tall and large buildings are those that are substantially taller than their surroundings, cause a significant change to the skyline or are larger than the threshold sizes set for the referral of planning applications to the Mayor. Applications for tall or large buildings should include an urban design analysis that demonstrates the proposal is part of a strategy that will meet the criteria below. This is particularly important if the site is not identified as a location for tall or large buildings in the borough's LDF."

A.13 Tall and large buildings should:

- generally be limited to sites in the Central Activity Zone, opportunity areas, areas of intensification or town centres that have good access to public transport;
- only be considered in areas whose character would not be affected adversely by the scale, mass or bulk of a tall or large building;
- relate well to the form, proportion, composition, scale and character of surrounding buildings, urban grain and public realm (including landscape features), particularly at street level;
- individually or as a group, improve the legibility of an area, by emphasising a point of civic or visual significance where appropriate, and enhance the skyline and image of London;
- incorporate the highest standards of architecture and materials, including sustainable design and construction practices;
- have ground floor activities that provide a positive relationship to the surrounding streets;
- contribute to improving the permeability of the site and wider area, where possible;
- incorporate publicly accessible areas on the upper floors, where appropriate;
- make a significant contribution to local regeneration

A.14 Policy 7.11 – London View Management Framework, designates strategically important views. The Mayor will keep the list of designated views under review. The Site does not fall within defined London Panoramas, Linear Views and Townscape Views. The Mayor will assess development proposals where they fall within the assessment areas of designated views against general principles of good design set down in The London Plan.

**Draft London Plan 2018**

A.15 The draft new London Plan (Ref.9) provides strategic plan which shapes how London evolves and develops over the next 20-25 years. Chapter three ‘Design’ provides policies relevant to townscape and visual matters.

- A.16 Policy D1 – London’s form and characteristics, recognises that development design should (in summary)
1. respond to local context by delivering buildings and spaces that are positioned and of a scale, appearance and shape that responds successfully to the identity and character of the locality, including to existing and emerging street hierarchy, building types, forms and proportions
  2. be of high quality, with architecture that pays attention to detail, and gives thorough consideration to the practicality of use, flexibility, safety and building lifespan, through appropriate construction
  3. respect, enhance and utilise the heritage assets and architectural features that make up the local character

A.17 Policy D8 – Tall Buildings states that development of this type has a role to play in accommodating growth and supporting legibility. It goes on to provide a criterion to consider the impact of such development proposals, which includes visual impact in section C 1. In summary:

**C: 1) Visual impacts**

- a) The views of buildings from different distances need to be considered, including:
  - i. Long-range views – these require attention to be paid to the design of the top of the building. It should make a positive contribution to the existing and emerging skyline and not adversely affect local or strategic views
  - ii. Mid-range views from the surrounding neighbourhood – particular attention should be paid to the form and proportions of the building. It should make a positive contribution to the local townscape in terms of legibility, proportions and materiality

- iii. Immediate views from the surrounding streets – attention should be paid to the base of the building. It should have a direct relationship with the street, maintaining the pedestrian scale, character and vitality of the street. Where the edges of the site are adjacent to buildings of significantly lower height or parks and other open spaces there should be an appropriate transition in scale between the tall building and its surrounding context to protect amenity or privacy.
- b) Whether part of a group or stand-alone, tall buildings should reinforce the spatial hierarchy of the local and wider context and aid legibility and wayfinding
- c) Architectural quality and materials should be of an exemplary standard to ensure the appearance and architectural integrity of the building is maintained through its lifespan
- d) Proposals should take account of, and avoid harm to, the significance of London’s heritage assets and their settings. Proposals resulting in harm will require clear and convincing justification, demonstrating that alternatives have been explored and there are clear public benefits that outweigh that harm. The buildings should positively contribute to the character of the area

A.18 Further relevant policies within the draft new London Plan (Ref.9) include Policy D2 – Delivering good design; and D7 – Public realm.

A.19 In chapter seven of the draft new London Plan (Ref.9) Policy HC3 Strategic and Local Views and Policy HC4 London View Management Framework considers development proposals within both strategic and borough views. In regard to the latter it states that Boroughs should clearly identify important local views in their Local Plans and strategies.

**GLA Shaping Neighbourhoods: Character and Context SPG 2014**

A.20 This guidance sets out an approach and process to help understand the character and context of a place to help inform the planning and design process, and guide change in a way which is responsive to individual places and locations.

**Local policy and guidance**

A.21 The development plan for the London Borough of Richmond upon Thames (LBRuT) comprises the further alterations to the Greater London Authority’s London Plan (2016), along with LBRuT’s Core Strategy 2011, and Sites and Policies Plan and Policies Maps. These documents provide local guidance with regard to development affecting townscape and visual matters, and should accord with the statutory duties and the general principles outlined in the NPPF 2012. Consideration should also be given to the Draft London Plan (2017), which is currently undergoing consultation and is a material consideration in planning decisions.

**London Borough of Richmond upon Thames (LBRuT) Local Plan 2018**

A.22 Adopted in July 2018, LBRuT’s Local Plan sets out planning policies for the borough to guide growth in housing and jobs, infrastructure delivery, place-shaping and the quality of the built environment up to 2033. It replaces the LBRuT’s Core Strategy (2009) and remaining saved policies in the Development Management Plan (2011).

A.23 One of the six strategic objectives for LBRuT’s Local Plan regarding the protection of the local character is “Protect and, where possible, enhance the environment including the heritage assets, retain and improve the character and appearance of established residential areas, and ensure new development and public spaces are of high quality design”.

A.24 LBRuT’s Local Plan Policy LP1-Local Character and Design Quality establishes criteria that development should address:

1. Compatibility with local character including the relationship to existing townscape, development patterns, views, local grain and frontages as well as scale, height, massing, density, landscaping, proportions, form, materials and detailing;
2. Sustainable design and construction, including adaptability, subject to aesthetic considerations;
3. Layout, siting and access, including making best use of land;
4. Space between buildings, relationship of heights to widths and relationship to the public realm, heritage assets and natural features;
5. Inclusive design, connectivity, permeability (as such gated developments will not be permitted), natural surveillance and orientation; and
6. Suitability and compatibility of uses, taking account of any potential adverse impacts of the collocation of uses through the layout, design and management of the site.



A.25 The policy's supporting text states that

"This policy requires developers and applicants to take a sensitive approach to the architectural design of new buildings, [...], as well as landscape proposals. The Council does not wish to encourage a particular architectural style or approach but expects each scheme to be to a high quality [...]. Schemes should be based on a sound understanding of the site and its context, following the locally specific guidance set out in the Village Planning Guidance SPDs."

A.26 LBRuT's Local Plan Policy LP2-Building Heights establishes criteria that development should address, this includes:

1. Require buildings to make a positive contribution towards the local character, townscape and skyline, generally reflecting the prevailing building heights within the vicinity; proposals that are taller than the surrounding townscape have to be of high architectural design quality and standards, deliver public realm benefits and have a wholly positive impact on the character and quality of the area;
2. Preserve and enhance the borough's heritage assets, their significance and their setting;
3. Respect the local context, and where possible enhance the character of an area, through appropriate:
  - a. Scale
  - b. Height
  - c. Mass
  - d. Urban pattern
  - e. Development grain
  - f. Materials
  - g. Streetscape
  - h. Roofscape and
  - i. Wider townscape and landscape

A.27 LBRuT's Local Plan Policy LP3-Designated Heritage Assets states that:

"The Council will require development to conserve and, where possible, take opportunities to make a positive contribution to, the historic environment of the borough. Development proposals likely to adversely affect the significance of heritage assets will be assessed against the requirement to seek to avoid harm and the justification for the proposal."

A.28 LBRuT's Local Plan Policy LP4-Non-Designated Heritage Assets states that:

"The Council will seek to preserve, and where possible enhance, the significance, character and setting of non-designated heritage assets, including Buildings of Townscape Merit, memorials, particularly war memorials, and other local historic features."

A.29 LBRuT's Local Plan Policy LP5-Views and Vistas states that:

"The Council will protect the quality of the views, vistas, gaps and the skyline, all of which contribute significantly to the character, distinctiveness and quality of the local and wider area, by the following means:

1. Protect the quality of the views and vistas as identified on the Policies Map, and demonstrate such through computer-generated imagery (CGI) and visual impact assessments;
2. Resist development which interrupts, disrupts or detracts from strategic and local vistas, views, gaps and the skyline;
3. Require developments whose visual impacts extend beyond that of the immediate street to demonstrate how views are protected or enhanced;
4. Require development to respect the setting of a landmark, taking care not to create intrusive elements in its foreground, middle ground or background;
5. Seek improvements to views, vistas, gaps and the skyline, particularly where views or vistas have been obscured;
6. Seek improvements to views within Conservation Areas, which:
  - a. Are identified in Conservation Area Statements and Studies and Village Plans;
  - b. Are within, into, and out of Conservation Areas;
  - c. Are affected by development on sites within the setting of, or adjacent to, Conservation Areas and listed buildings.

# APPENDIX B

## FULL TOWNSCAPE AND VISUAL IMPACT METHODOLOGY



## Introduction

B.1 This TVIA has been undertaken in accordance the methodology set out below which draws on best practice guidance as published in the following documents:

- Guidelines for Landscape and Visual Impact Assessment (3rd edition)- Landscape Institute/ Institute of Environmental Management and Assessment (2013)
- 'An Approach to Landscape Character Assessment'- Natural England (2014)
- Photography and photomontage in landscape and visual impact assessment Landscape Institute Advice Note 01/11
- Visual Representation of Development Proposals – Landscape Institute Technical Guidance Note 02/17 – March 2017

B.2 The TVIA is undertaken with a prior understanding of the nature of the development being proposed and the purpose is to assess how the particular proposals may affect the townscape and visual amenity of identified receptors or in other words the townscape as a resource and those who experience it. In line with best practice, whilst interrelated, townscape and visual effects are considered separately.

B.3 The first stage of the assessment is to gain a detailed understanding of the existing conditions and a baseline study is undertaken which reviews the existing townscape elements and features, characteristics, including reference to published character assessments. Visual receptors are identified along with specific viewpoints to establish the visibility of the existing site. The next stage considers the value of a particular townscape or view. This information is then used along with an assessment of the susceptibility to the proposed change to form a judgement about the townscape or visual sensitivity.

B.4 The development proposals are considered and the effects are described in relation to the townscape character, feature, or view etc. The magnitude of change is established on each townscape or visual receptor and combining an assessment of this with the established sensitivity, a conclusion is reached about any likely effects. This appraisal considers the proposals at different stages, from construction through to establishment of any mitigation. The effects can be either positive or negative or at times neutral.

## Methodology for Appraisal of Townscape Effects

### ESTABLISHING TOWNSCAPE SENSITIVITY

B.5 To assess the likely effects on the townscape the Townscape Sensitivity is established through a consideration of the Townscape Value and the Susceptibility to Change.

#### The Townscape Value

B.6 Townscape Value is determined through an assessment of the character of the townscape, its scenic qualities and condition, the elements and features that it contains, and any specific value attached to the townscape whether formally eg through a designation; or informally eg local connections historic or artistic connections or a local landmark. Townscape Value is categorised in Table B.1.

#### Townscape Susceptibility to Change

B.7 The susceptibility of the townscape is concerned with establishing whether or not the townscape, be it a particular character area, townscape type or element can accommodate the proposed development without unacceptable negative consequences. The levels of susceptibility are assessed using the criteria used in Table B.2.

#### Townscape Sensitivity

B.8 The sensitivity of the townscape is derived by combining the judgements on Townscape Value and Susceptibility to Change described in Table B3.

Table B.1 – Townscape Value

| Value       | Typical criteria   | Typical scale of importance/rarity | Typical examples  |
|-------------|--|------------------------------------|---|
| Exceptional | A townscape in excellent condition; of high importance, rarity and high scenic quality. No potential for substitution          | International                      | World Heritage Site   |
| High        | A townscape in very good condition; of high importance with good scenic quality and rarity. Limited potential for substitution | National, Regional, Local          | National Park, AONB, SLA Conservation Area  |
| Medium      | A townscape in generally good condition; with moderate importance and scenic quality. Limited potential for substitution.      | Regional, Local                    | Undesignated but valued perhaps expressed through non-official publications or demonstrable use       |
| Low         | A townscape in poor condition or with low scenic quality and importance. Considerable potential for substitution.              | Local                              | Areas identified as having some redeeming feature or features and possibly identified for improvement |
| Poor        | A degraded townscape in poor condition and no scenic quality and low importance  | Local                              | Areas identified for improvement / recovery.  |

Table B.2 – Townscape Susceptibility to Change

| Susceptibility to change | Criteria   |
|--------------------------|--|
| High                     | An area possessing particularly distinctive townscape elements, characteristics or sense of place, and few townscape detractors. A townscape with limited tolerance to change of the type proposed. Or where the proposed development would be in direct conflict with specific townscape management or planning policies.   |
| Medium                   | An area with some distinctive townscape elements, characteristics, or clearly defined sense of place, but with some townscape detractors. A townscape which is partially tolerant to change of the type proposed.  |
| Low                      | An area with recognisable townscape character, but few distinctive townscape elements, characteristics, and some, or a number of townscape detractors. The townscape is tolerant of some change of the type proposed. Or Where the character area is separated by distance or features so as to have little or no direct relationship with the site/and or proposed development. |
| Very Low                 | An area with limited or no distinctive townscape elements, characteristics, or weak sense of place, and many townscape detractors. An area that is tolerant of substantial change of the type proposed. OR Where the character area is separated by distance or features so as to have no direct relationship with the site/and or proposed development.                         |

Table B.3 – Townscape Sensitivity

| Value  | Townscape Sensitivity           |        |              |
|--------|---------------------------------|--------|--------------|
| High   | High                            | High   | Medium       |
| Medium | High                            | Medium | Low          |
| Low    | Medium                          | Low    | Low          |
|        | High                            | Medium | Low/Very Low |
|        | <b>Susceptibility to Change</b> |        |              |

**ESTABLISHING MAGNITUDE OF CHANGE**

B.1 In order to establish the magnitude of change of the proposed development, including both the loss of existing features and replacement with new elements, an assessment is made which considers the size, scale, duration and reversibility of the effect on the townscape.

B.2 Magnitude of Change of the Townscape Effect is assessed following the criteria set out in Table B.4.

**Table B.4 – Townscape Magnitude of Change**

| Magnitude of Change    | Criteria  |
|------------------------|---|
| <b>High</b>            | Where the proposals (or works to facilitate them) would result in the total loss or major alteration of the elements that make up the character of the baseline townscape.<br>Where the introduction of elements are considered to be wholly uncharacteristic in the particular setting.<br>Where the effects of the proposals would be experienced over a large scale and/or influence more than one townscape type/character area.                                    |
| <b>Medium</b>          | Where the proposals (or works to facilitate them) would result in the partial loss or alteration of one or more of the key elements that make up the character of the baseline townscape.<br>Where the introduction of new features may be prominent but not necessarily wholly uncharacteristic in the particular setting.<br>Where the effects of the proposals would be largely experienced within the townscape type/character area within which they will sit.     |
| <b>Low</b>             | Where the proposals (or works to facilitate them) would result in minor loss or alteration of one or more of the key elements that make up the character of the baseline townscape.   |
| <b>Negligible/None</b> | Where the proposed scheme (or works to facilitate it) would result in very minor loss or alteration of one or more of the key elements that make up the character of the baseline and / or the introduction of elements that may not be uncharacteristic in the particular setting and/or<br>Where the proposal occur within other character areas or types and their introduction by virtue of distance will have limited or no effect on the baseline character area. |

**ESTABLISHING THE OVERALL APPRAISAL OF TOWNSCAPE EFFECTS**

B.3 To establish the overall townscape effects, the assessments of 'sensitivity' and 'the magnitude of change' are combined as shown in Table B.5. At times, it may be judged that the effects are negligible or neutral or, as a result of professional judgement, may be varied from a strict application of the matrix below, where this is the case, justification is provided within the main text of the TVIA. The effects can be positive/beneficial, negative/adverse or neutral. The criteria applied is set out in Table B.6.

**Table B.5 – Townscape Effects**

| Sensitivity   | Overall Assessment of Townscape Effects |                     |                     |                        |
|---------------|---|---------------------|---------------------|------------------------|
| <b>High</b>   | Major                                   | Major /to moderate  | Moderate            | Minor to/ Negligible   |
| <b>Medium</b> | Major /to moderate                      | Moderate            | Moderate to / minor | None                   |
| <b>Low</b>    | Moderate                                | Moderate to / minor | Minor               | None                   |
|               | <i>High</i>                             | <i>Medium</i>       | <i>Low/Very Low</i> | <i>Negligible/None</i> |
|               | <b>Magnitude to Change</b>              |                     |                     |                        |

**Table B.6 – Townscape Effects Criteria**

| Beneficial Criteria – Where the proposals   |
|---|
| Fits well with scale / landform and/or pattern of townscape<br>Increases characteristic features or enhances the contribution to the wider setting<br>Enhances balance of townscape elements<br>Improves the sense of tranquillity<br>Provides ability to include adequate or appropriate mitigation<br>Complements local/national planning policies or guidance to protect townscape character   |
| Adverse Criteria – Where the proposals  |
| Is out of scale with surrounding townscape / landform and/or pattern of townscape<br>Results in a loss of key townscape features or characteristics or a deterioration in contribution to setting<br>Disrupts the balance of townscape elements<br>Reduces the sense of tranquillity<br>Lacks ability to include adequate or appropriate mitigation<br>Conflicts with local/national planning policies or guidance to protect /manage townscape character |
| Neutral Criteria  |
| Where the change (whatever the scale) resulting from the proposals will have an indiscernible effect on the character or characteristics of an area<br>Where any change will see one or more elements replaced with another of similar form/extent so as to result in an effect that on balance is neither positive or negative   |

**Methodology for Appraisal of Visual Effects**

**ESTABLISHING VISUAL SENSITIVITY**

B.1 To assess the likely effects on views / visual amenity the sensitivity of the receptors (ie those looking at the view) is established through a consideration of the Value and the Susceptibility to Change of a particular viewer or viewpoint.

Value

B.2 Value of a particular view is determined through an assessment of the location, the nature of the view, its scenic qualities and condition, the elements and features that it contains and is categorised in Table B.7

**Table B.1 – Representative View Value**

| Value         | Typical Criteria   |
|---------------|--|
| <b>High</b>   | Where the view is are of a highly exceptional nature, of high scenic value, often within, towards or across a townscape with a national designation or heritage assets, or a planning policy designation; and/or mentioned in a number of guidebooks or on tourist maps; and/or referenced in art and literature.                                      |
| <b>Medium</b> | Where views have a generally high scenic value. The view may be within, from or towards a designated heritage asset, or a planning policy designation; and/or mentioned in a number of guidebooks or on tourist maps; and/or referenced in art and literature but there may be some incongruous features or elements within in the view.               |
| <b>Low</b>    | The view from the representative viewpoint is not related to designated, or non-designated, heritage asset, or a planning designation; and/or mentioned in a guidebooks or on tourist maps; and/or referenced in art and literature; and/or of little visual amenity importance. Considerable potential for substitution of some elements in the view. |
| <b>Poor</b>   | The view from the representative viewpoint is unsightly and of low importance. Considerable potential for substitution of some or all elements in the view.  |

Visual Susceptibility to Change

B.3 The assessment of susceptibility is concerned with establishing to what extent the visual receptor can accommodate the change in the nature of the view or the visual amenity of the view resulting from the proposed development.

B.4 In establishing susceptibility, the circumstances in which the view is experienced are considered eg does the view form part of the reason for being in a particular location (visiting a local landmark), or is it secondary to the reason for the person being in a particular location (eg a daily commute to work by car).

B.5 Table B.8 provides Indicative Criteria of how the level of susceptibility is assessed. It should be noted that the susceptibility of the visual receptor may be reduced if the quality/nature of the view is lower.

**Table B.8 – Representative View Susceptibility to Change**

| Susceptibility to the proposed change | Indicative Visual Receptor Activity / Location Criteria   |
|---------------------------------------|---|
| <b>High</b>                           | Where the receptor is engaged in outdoor recreation including public rights of way and their attention is likely to be focused on the townscape or on particular views.<br>Visitors to heritage assets or visitor attractions where the views to the townscape or surroundings are an important part of the experience.<br>Residents at home where views make a positive contribution to the setting of a residential area.                                     |
| <b>Medium</b>                         | People walking around a residential area or visiting retail outlets or other destinations as a leisure activity, or at a place of work, where the views to the townscape or surroundings are make a positive contribution to the experience OR where the receptor, normally categorised as High, is located in an area of poor scenic value where the views to the surrounding area are unlikely to be the main focus of attention (eg walking routes to work). |
| <b>Low</b>                            | People engaged in outdoor sport or recreation that does not depend on an appreciation of the view.<br>People travelling by road or rail (unless the route is specifically identified for its views).<br>People at work or in a workplace or a place of education where the views to the townscape or surroundings are not important   |



Visual Sensitivity

B.6 The sensitive of the receptor is derived by combining the judgements on Value and Susceptibility to Change as set out in Table B.9.

**Table B.9 – Representative View Sensitivity**

| Value         | Townscape Sensitivity           |               |                     |
|---------------|---------------------------------|---------------|---------------------|
| <b>High</b>   | High                            | High          | Medium              |
| <b>Medium</b> | High                            | Medium        | Low                 |
| <b>Low</b>    | Medium                          | Low           | Low                 |
|               | <i>High</i>                     | <i>Medium</i> | <i>Low/Very Low</i> |
|               | <b>Susceptibility to Change</b> |               |                     |

**VISUAL EFFECTS**

B.7 The proposals are described within the report and their effects on the receptor and their visual amenity are assessed.

**ESTABLISHING MAGNITUDE OF CHANGE**

B.8 In order to establish the magnitude of change of the proposed development an assessment is made on the size and scale of the effect, the geographical extent of the effect and its reversibility or otherwise. The proposed scheme is considered based on the nature of the proposals, and a professional interpretation is made in respect of each receptor.

B.9 Magnitude of Change of the Effect on the Visual Receptor is assessed using the criteria set out in Table B.10.

**Table B.10 – Representative View Magnitude of Change**

| Magnitude of Change      | Criteria   |
|--------------------------|--|
| <b>High</b>              | Where the proposals (or works to facilitate them) would result in the total loss or major alteration of the elements that make up the view from a particular location.<br>Where the introduction of elements are considered to be totally uncharacteristic in the particular setting.<br>Where the effects of the proposals would be visible over a large scale and / or at close range  |
| <b>Medium</b>            | Where the proposals (or works to facilitate them) would result in the partial loss or alteration of one or more of the key elements that make up the view from a particular location.<br>Where the introduction of new features may be prominent but not necessarily wholly uncharacteristic in the particular setting.<br>Where the effects of the proposals would be largely seen from further afield or as only part of a view. |
| <b>Low</b>               | Where the proposals (or works to facilitate them) would result in minor loss or alteration of one or more of the key elements that make up the view from a particular location.<br>Where the introduction of elements would not generally be considered uncharacteristic in the particular setting.  |
| <b>Negligible / None</b> | Where the proposed scheme (or works to facilitate it) would result in a very minor loss or alteration to the view and / or the introduction of elements would not be uncharacteristic in the particular setting.<br>Where the effects of the proposals would only be seen from a distance and be imperceptible within the context of the wider view.   |

**ESTABLISHING THE OVERALL ASSESSMENT OF VISUAL EFFECTS**

B.10 To establish the overall assessment or otherwise of the visual effects, the sensitivity of the visual receptor and the magnitude of change are combined. The results can either be positive/beneficial or negative/adverse. It may also be the case that there are no effects or that effects are judged to be neutral in such instances this will be explained within the text.

**Table B.11 – Representative View Effects**

| Sensitivity   | Overall Assessment of Visual Effects |                     |                     |                         |
|---------------|--------------------------------------|---------------------|---------------------|-------------------------|
| <b>High</b>   | Major                                | Major /to moderate  | Moderate            | Minor to/ Negligible    |
| <b>Medium</b> | Major /to moderate                   | Moderate            | Moderate to / minor | None                    |
| <b>Low</b>    | Moderate                             | Moderate to / minor | Minor               | None                    |
|               | <i>High</i>                          | <i>Medium</i>       | <i>Low/Very Low</i> | <i>Negligible/ None</i> |
|               | <b>Magnitude to Change</b>           |                     |                     |                         |

B.11 The effects can be positive/beneficial, negative/adverse or neutral. The criteria applied is set out in Table B.12.

**Table B.12 – Representative View Effects Criteria**

| Beneficial Criteria – Where the proposals   |
|---|
| Fit comfortably within the view<br>Improves the view or an element within the view<br>Do not result in an incongruous feature within the prevailing pattern of townscape<br>Do not obstruct views towards a high quality or scenic townscape<br>Do not obstruct views or detracts from the visual amenity of a view towards a heritage asset.<br>Offers the ability to provide mitigation that will enhance the view or visual amenity.<br>Complements local/national planning policies or guidance on visual amenity or specific views.  |
| Adverse Criteria – Where the proposals  |
| Result in a change to the view or visual amenity that out of scale with surrounding townscape / landform and/or pattern of townscape<br>Results in a loss of positive townscape feature or characteristics within a particular view<br>Results in incongruous features within the prevailing pattern of townscape<br>Obstructs a view towards a high quality or scenic townscape.<br>Obstructs views or detracts from the visual amenity of a view towards a heritage asset.<br>Lacks ability to include adequate or appropriate mitigation<br>Conflicts with local/national planning policies or guidance to protect /manage visual amenity or specific views. |
| Neutral Criteria  |
| Where the change (whatever the scale) in the view resulting from the proposals neither improves or damages the view or existing visual amenity of a view  |

# APPENDIX C

## REPRESENTATIVE VIEW APPRAISAL



## Introduction

C.1 A selection of representative views has been identified in order to recognise and assess the likely effects of the Scheme Proposal on the recognised visual receptors, as shown in **Figure C.1**. These have been agreed as part of discussions with officers at LBRuT. AVRs have been prepared for each of these representative views. **Table 4.2** summarises the findings of this visual impact assessment.

C.2 The AVRs provide two-dimensional representations of a complex scenic experience and as such are indicative. They have, however, been chosen to give an impression of the maximum effect of the Scheme Proposal in the viewing experience. These views are kinetic and variable in nature when experienced within the townscape.




C.3 The imagery is no substitute for the actual visual experience from a representative view. It is essential when considering these views that the individual is aware of the viewing experience at each location and to be aware of traffic noise, weather, the surrounding buildings and any other similar matters. It is therefore recommended that this document is taken on site to fully appreciate the nature of the viewing experience in each representative view location.

C.4 The selection of representative view considers the location of both conservation areas and surrounding townscape. In determining the effects of the Scheme Proposal, a judgement is made regarding the design quality of the completed scheme. This is informed by the AVRs and the supporting planning application information.

C.5 Within the AVRs, where the buildings fall behind built form, the outlines are indicated with a red wireline demonstrating that they are unlikely to be seen within the view.

C.6 **Appendix D** contains the methodology used for the AVRs produced by Assael.

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

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





## Representative view 1 – Manor Grove



Location Plan

### Baseline condition

C.1 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.

C.2 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.

C.3 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

## Appraisal of Effects

C.4 The representative view will have a medium susceptibility to change and a medium sensitivity to the Scheme Proposal. 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.

C.5 The approach to determining the view's 'susceptibility to change' and 'sensitivity' is set out in the supporting methodology within **Appendix B**.

## Effects of the Scheme Proposal

C.6 The upper floors of elements of the Scheme Proposal'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 Scheme Proposal's facade have been selected to be complementary to the existing buildings of Manor Grove, which are of townscape merit.

C.7 Overall it is considered that the Scheme Proposal will have a local, direct, permanent, medium magnitude of change, since the Scheme Proposal will be visible only in views westwards towards the end of the street, Manor Grove is lined with tree and visibility of the Scheme Proposal 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

C.8 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.

C.9 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).

C.10 The representative view is considered to be of medium to low value.



Representative view 2 - Existing Situation





Representative view 2 - Proposed Situation

## Appraisal of Effects

C.11 The representative view will have a medium to low susceptibility to change and a medium to low sensitivity to the Scheme Proposal.

## Effects of the Scheme Proposal

C.12 The Scheme Proposal'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.

C.13 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.

C.14 It is considered that the Scheme Proposal 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**

C.15 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.

C.16 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.

C.17 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**





Representative view 3 - Proposed Situation

**Appraisal of Effects**

C.18 The representative view will have a medium susceptibility to change and a high to medium sensitivity to the Scheme Proposal.

**Effects of the Scheme Proposal**

C.19 The Scheme Proposal cannot be seen in this view and there will therefore be **no change**.



**Representative view 4 – Dee Road**



**Location Plan**

**Baseline conditions**

C.20 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.

C.21 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

## Appraisal of Effects

C.22 The representative view will have a medium susceptibility to change and a medium to low sensitivity to the Scheme Proposal.

## Effects of the Scheme Proposal

C.23 The western façades of the Scheme Proposal's block B and C can be seen in the far middle ground of the view, beyond the railway line, and from this location presents as being of similar height to the existing built form within the middle and foreground of the view.

C.24 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.

C.25 The break between the blocks has been orientated to maintain the linear nature of the view and ensure the Scheme Proposal does not appear overly dominant within the view.

C.26 Overall it is considered that the Scheme Proposal will have a local, direct, permanent, medium magnitude of change and a **moderate and neutral effect**.



**Representative view 5 – Church Road**



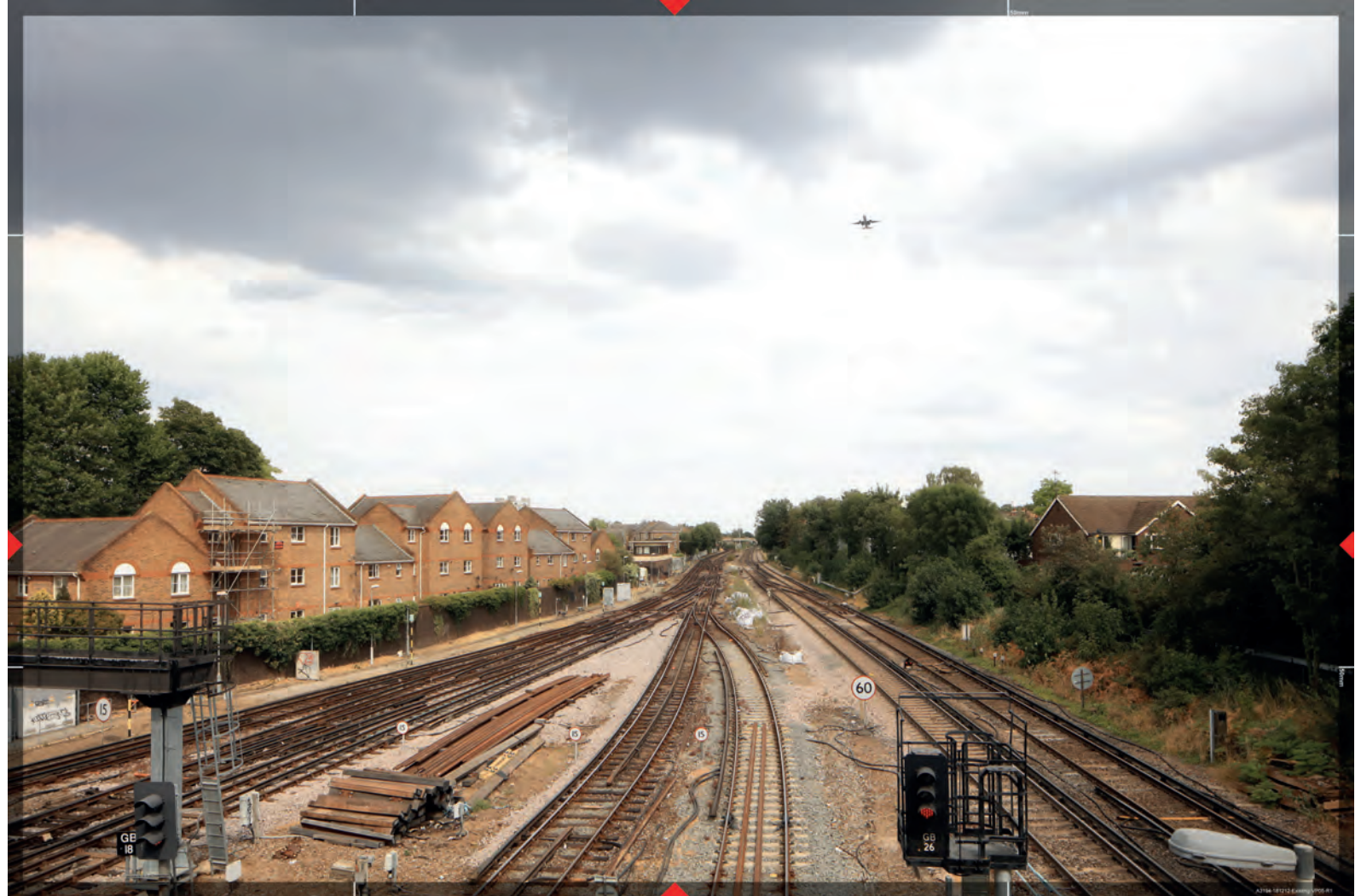
Location Plan

**Baseline conditions**

C.27 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.

C.28 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.

C.29 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

### Appraisal of Effects

C.30 The representative view will have a low susceptibility to change and a low sensitivity to the Scheme Proposal.

### Effects of the Scheme Proposal

C.31 The upper floors of all of the Scheme Proposal's blocks can be seen in the far background of the view and is read in conjunction with the existing built form. The blocks step in height and provide a varied skyline within this view.

C.32 The Scheme Proposal aids with legibility within the surrounding townscape. Overall it is considered that the Scheme Proposal 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

C.33 This representative view has been taken from Trinity Road looking towards the Site which is about 85m to the south.

C.34 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.

C.35 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

## Appraisal of Effects

C.36 The representative view will have a medium susceptibility to change and a medium sensitivity to the Scheme Proposal.

## Effects of the Scheme Proposal

C.37 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.

C.38 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.

C.39 It is considered that the Scheme Proposal 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**

C.40 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.

C.41 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.

C.42 The representative view is considered to be of low value.



**Representative view 7 - Existing Situation**





Representative view 7 - Proposed Situation

## Appraisal of Effects

C.43 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 Scheme Proposal.

## Effects of the Scheme Proposal

C.44 The upper floors of the Scheme Proposal's block A can be seen in the middle far ground of the view. This helps to provide an enhanced sense of enclosure to the road junction.

C.45 There is a tonal difference between the architectural treatment and material of the middle and the top of the block. Its articulation and top floor set back helps to break up the mass of the Scheme Proposal within the view.

C.46 The Scheme Proposal 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

C.47 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.

C.48 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.

C.49 The view is considered to be of medium to low value.



Representative view 8 - Existing Situation





Representative view 8 - Proposed Situation

### Appraisal of Effects

C.50 The representative view will have a medium susceptibility to change and a medium to low sensitivity to the Scheme Proposal.

### Effects of the Scheme Proposal

C.51 The Scheme Proposal 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**

C.52 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.

C.53 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.

C.54 The representative view is considered to be of high value.



Representative view 9 - Existing Situation





Representative view 9 - Proposed Situation

## Appraisal of Effects

C.55 The representative view will have a high susceptibility to change and a high sensitivity to the Scheme Proposal.

## Effects of the Scheme Proposal

C.56 The Scheme Proposal 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.

C.57 Overall it is considered that the Scheme Proposal will have a local, direct, permanent, negligible magnitude of change resulting in a **minor and neutral effect**.

Representative view 10 – Manor Road at the entrance to Sainsbury's



Location Plan

Baseline conditions

C.58 This representative view is taken 15m from the Site boundary, looking down Manor Road in a southerly direction towards the Site. It has been taken from the eastern pedestrian footpath, beside the entrance to the Sainsbury's store.

C.59 The foreground is dominated by the carriageway of Manor Road, whilst to the east (left) of the view, the vehicle entrance and associated signage of the Sainsbury's carpark can be seen. Some large shrubs and trees are visible to the west (right) of the view; these are located to the north of the Site. Rising above the shrubs and trees is a four storey mixed used building, with the bus depot on the Site visible in front of it. There is street signage and lighting columns along the road. In the background, the building in the Site can be seen, albeit views are slightly filtered by the street trees along Manor Road. To the right of the view, the bus depot can be seen, with the upper floors of the nine storey Falstaff House beyond breaking the skyline.

C.60 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

## Appraisal of Effects

C.61 The representative view will have a low susceptibility to change and a low sensitivity to the Scheme Proposal.

## Effects of the Scheme Proposal

C.62 The Scheme Proposal's block A can be seen in the middle ground of the view and helps to enclose and define Manor Road. The eastern building of block A steps down to respond to the existing building height along the road and its ground floor entrances provide animation to the streetscape.

C.63 The varied building heights of block A, along with its facade articulation and top floor set back aid with breaking up the mass of the Scheme Proposal within the view.

C.64 Overall it is considered that the Scheme Proposal 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

C.65 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.

C.66 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.

C.67 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.

C.68 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

## Appraisal of Effects

C.69 The representative view will have a low susceptibility to change and a low sensitivity to the Scheme Proposal.

## Effects of the Scheme Proposal

C.70 The Scheme Proposal'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.

C.71 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.

C.72 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.

C.73 The Scheme Proposal 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**

C.74 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.

C.75 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.76 The view is recognised to be of a low value.



**Representative view 12 - Existing Situation**





Representative view 12 - Proposed Situation

## Appraisal of Effects

C.77 The representative view will have a medium to low susceptibility to change and a low sensitivity to the Scheme Proposal.

## Effects of the Scheme Proposal

C.78 The Scheme Proposal'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 Scheme Proposal provides a new frontage to the railway line and Dee Road, providing natural surveillance.

C.79 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 Scheme Proposal within the view.

C.80 Overall it is considered that the Scheme Proposal will have a local, direct, permanent, high magnitude of change and a **moderate and neutral effect**.

# APPENDIX D

## AVR METHODOLOGY



## 1.1 Methodology Statement

### 1.1.1 Overview of Methodology

Assael Visuals produces Accurate Visuals Representations (AVRs) by combining computer generated images of the Proposed Development with large format photographs at key strategic locations around the site, as agreed with the project team.

The methodology employed by Assael Visuals is compliant with Appendix D of the London View Management Framework: Revised Supplementary Planning Guidance (July 2010).

The project team, often in consultation with the Local Authority, defines a series of locations where the proposed building might have a significant visual effect. The project team and Local Authority also decide what level of AVR output is required, usually AVR1 wireline for distant shots and AVR3 photorealistic for local views. The selection of Field of View (FOV) is also agreed so that appropriate lenses can be used on site. Once the project team has agreed the exact locations and FOV, photographs are taken which forms the basis of the study.

A surveyor establishes the precise locations of the cameras.

A number of features on existing structures visible from the camera locations are surveyed. Using these points, Assael Visuals determines the appropriate parameters to permit a view of the computer model to be generated which exactly overlays the appropriate photograph.

Each photograph is then been divided into foreground and background elements to determine which parts of the current context should be shown in front of the Proposed Development and which should be shown behind. When combined with the computer-generated image, these give an accurate impression of the impact of the Proposed Development on the selected view in terms of scale, location and use of materials (AVR3) or as a wireline render (AVR1). Where the Proposed Development is not visible, AVR Level 1 may be used.

### 1.1.2 Spatial framework

Northings and Eastings based on OSGB36 (National Grid) reference framework are assembled into a consistent spatial framework, expressed in a grid coordinate system with a local plan origin. The vertical datum of this framework is equivalent to Ordnance Survey (OS) Newlyn Datum.

The models are positioned accurately both in plan and in overall height in accordance with the spatial framework.

### 1.1.3 Photographic Process

From each selected Assessment Point, a series of large format photographs are taken with a camera height of 1.6m.

The centre point of the tripod is marked and a digital photograph showing the camera and tripod in situ is taken to allow the surveyor to return to its location. Measurements and field notes are also taken to record the camera location, lens used, target point and time of day.

### 1.1.4 Surveying Points

For each selected Assessment Point, a survey brief is prepared, consisting of the Assessment Point study sheet and a marked up photograph indicating alignment points to be surveyed. Care is taken to ensure that a good spread of alignment points are selected, including points close to the camera and close to the target.

The survey is then carried out.

The surveyor amalgamates the resulting survey points into a single data set. This data set is supplied as a spreadsheet with a set of coordinates transformed and re-projected into OSGB36 (National Grid) coordinates.

This data is then placed into the spatial framework within the visualisation software and crosshairs attached to each point as a visual aid for the Visualiser.

### 1.1.5 Photograph Preparation

From the set of photographs taken from each Assessment Point, one single photograph is selected for use in the study. This choice is made on the combination of sharpness, exposure and appropriate lighting.

The selected photograph is then corrected to remove any barrel distortion from the lens using lens correction software.

### 1.1.6 Photographic Alignment

A virtual camera is created within the visualisation system using the surveyed camera location, recorded target point and FOV based on the camera and lens combination selected for the shot .

The annotated photograph is attached as a background to this view to assist the visualiser in aligning the surveyed point cloud to each corresponding background point.

Using this virtual camera, a rendering is created of the alignment model at a resolution to match the baseline photograph. This is overlaid onto the baseline photograph to assess the accuracy of the alignment. When using a wide-angle lens, observations outside the circle of distortion are given less weighting.

### 1.1.7 Final Rendering

The 3D model supplied by the project team is to a level of detail for the AVR type required.

Its location within the spatial framework is cross-checked.

A context model is placed around the proposed development to generate shadows and assist with determining occlusion in postproduction.

Textures and lighting are applied to best represent the materials selected for planning and the lighting conditions shown in the baseline image.

As stated previously, where the Proposed Development is shown at night-time, the lightness of the scheme and the treatment of the materials are best judged by the visualiser given the intended lighting strategy and the ambient lighting conditions in the background photograph.

The final render is produced to the same resolution as the baseline image. Multi pass renders are also taken to help the visualiser enhance the final render in postproduction. These passes may include a Material ID, Reflection and Ambient Occlusion passes.

### 1.1.8 Postproduction

The final render is loaded into a template file, which matches the specific camera and lens type used to take the baseline image. This template has an annotated border that shows crop marks for different lenses and pointers to indicate any vertical shift used within the photography.

Using site photos and 3D context, the amount of occlusion for each view is calculated. Areas of the Proposed Development not visible from each viewpoint are then masked out of sight. The scheme is then enhanced using the multi pass renders to bring the final image to a degree of "photo reality" assessed by the project team as being a reasonable interpretation of the Proposed Development.

An individual reference number is added to the bottom right hand corner of each AVR and its corresponding existing baseline image. The reference number is broken down as follows: project number, existing or date of model in view, virtual camera number and revision number (specific to the dated model).



arc



ARC LANDSCAPE DESIGN AND PLANNING LTD.

Tel - 020 3538 8980 Email - [admin@arcldp.co.uk](mailto:admin@arcldp.co.uk)

[www.arcldp.co.uk](http://www.arcldp.co.uk)

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