



Manor Road / Richmond
Townscape & Visual Impact Appraisal
Addendum 03

ARC
Addendum July 2020



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Prepared for
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1. Introduction

1.1 This Townscape and Visual Impact Assessment Addendum (July 2020 TVIA Addendum) has been prepared by Arc Landscape and Planning on behalf of Avanton Richmond Development Ltd ('the Applicant') following further amendments to the proposed scheme for the redevelopment of the Homebase store at 84 Manor Road, North Sheen ('the Site').

1.2 A planning application for the redevelopment of the Site was submitted to London Borough of Richmond Upon Thames (LBRuT) in February 2019 (ref. 19/0510/FUL) (the 'Original Proposed Development'), and was considered at LBRuT Planning Committee on 3 July 2019. The Planning Committee resolved that they were minded to refuse the Application; the second suggested reason for refusal related to design and stated that *"The proposed development, by reason of its siting, layout, height, scale, bulk, design and materials is considered to represent a visually intrusive, dominant and overwhelming form of overdevelopment to the detriment of the character of the site and surrounding area."*

1.3 However on 29 July 2019 it was confirmed that the Mayor of London would act as the local planning authority for the purposes of determining the application.

1.4 In relation to urban design, the GLA's stage 1 report (15 April 2019) supported the proposed layout, heights and massing, stating: *"The heights and massing strategy responds positively to the existing low-rise context, with the scale dropping down to respect neighbouring properties along the south and eastern edges...Given the context and the sensitive design approach taken by the applicant, the heights and massing is considered to be acceptable."*

Proposed Amendments

1.5 Following review of LBRuT's suggested reasons for refusal and discussions with Officers at the Greater London Authority (GLA) and Transport for London (TfL), the Applicant reviewed the scheme, with the principle aim of increasing the delivery of affordable housing through additional density and addressing other issues raised in the Mayor's Stage 2 Report. Initial scheme amendments were submitted

in November 2019 ('the November 2019 Amendments') which increased the overall number of units by 48, primarily through the introduction of a new residential building known as Block E. The potential townscape and visual effects of the November 2019 Amendments were appraised in an addendum (the November 2019 TVIA Addendum).

1.6 Following discussions with TfL and the GLA, it was agreed that further revisions should be developed in order to deliver an improved scheme without the need for Block E. The revised scheme is hereafter referred to as the 'Amended Proposed Development'.

1.7 The proposed changes are described in detail in the accompanying Design and Access Statement Addendum, however, of particular note is the increase in residential units from 385 within the Original Proposed Development to 453 within the Amended Proposed Development. The increase in units and the higher affordable housing provision has been principally achieved through amendments to the height and internal layout in appropriate locations across the Site.

1.8 The proposed changes necessitate an amendment to the Application's description of development. The revised description of development is as follows:

Demolition of existing buildings and structures and comprehensive phased residential-led redevelopment to provide 453 residential units (of which 173 units will be affordable), flexible retail, community and office uses, provision of car and cycle parking, landscaping, public and private open spaces and all other necessary enabling works.

1.9 As a result of the proposed amendments, the findings of the original TVIA have been reviewed in order to assess the townscape and visual effects of the Amended Proposed Development. Changes of relevance to this assessment include building elevations being rationalised to improve architectural consistency, the extension of commercial frontage along Manor Road and redistribution of the massing. By way of summary:

- Building A: Core A + 1 storey; Core D - 1 storey;
- Building B: + 2 storeys;
- Building C: Core A + 3 storeys; Cores B and C + 1 storey; and
- Building D: Core B - 1 storey

1.10 This addendum should be read in conjunction with the original TVIA (ref A209-RE-01) and the May 2019 addendum (ref A209-RE-02) which assessed two additional representative viewpoints located within Kew Gardens (Views A1 and A2). This was in response to GLA officers' request that further assessment of the potential impact on Kew Gardens World Heritage Site be carried out.

1.11 This TVIA addendum is supported by three appendices:

- Appendix A: Representative View Assessment;
- Appendix B: AVR Methodology; and
- Appendix C: Representative Views A1 and A2 cropped to 50mm

Consultation - Representative Views

1.12 A request was received from the World Heritage Site Coordinator, Georgina Darroch, on 7 April 2020 that *"an additional image looking along Cedar Vista, larger than the existing representative views, and in full rendered mode"* be provided. This was in response to the addition of Block E in the November 2019 Amendments. The request was also made that the view be taken during winter months when any intervening deciduous tree cover would be bare of leaf, however, it should be noted that the intervening tree cover from this location is predominantly evergreen and it is not considered that visibility would increase in winter months.

1.13 Testing of representative views A1 and A2 demonstrated that the removal of Block E meant that the Amended Proposed Development will not be visible from the Royal Botanic Gardens; an additional rendered view along the Cedar Vista has not therefore been prepared.

1.14 As requested, high resolution enlarged versions of representative views A1 and A2 are set out in **Appendix C** of this addendum.

1.15 On 13 July 2020, a communication was received from the GLA Case Officer concerning the approach to preparing the representative views. The revised Landscape Institute guidance on preparing visualisations (Landscape Institute Technical Guidance Note 06/19 for Visual Representation of Development Proposals, published in September 2019) advocates the use of 50mm or 35mm lenses, but does

allow for uses of other types of lens where justified. The Case Officer acknowledged that the revised LI guidance was published after the original application was submitted (February 2019).

1.16 In order to capture the proposal within its urban setting, a 24mm lens was used to capture the photography (further detail provided in **Appendix B** of this addendum), however, as requested by the GLA, for distant views, both the original 24mm images and cropped 50mm images have been provided (see **Appendix C** of this addendum).



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2. Methodology and Baseline Conditions

Methodology

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

2.2 Since the Original Proposed Development was submitted for planning approval in May 2019, the Landscape Institute have published updated Technical Guidance on the preparation of verified views ('06/19 Visual Representation of Development Proposals'). Albeit that the Accurate Visual Representations (AVRs) prepared by Assael Architects for both the original TVIA and this addendum use photography taken before publication of the updated technical guidance, the AVR methodology has been updated to explain how the production of the AVRs aligns with the updated LI technical guidance (see **Appendix B**).

2.3 Cropped and enlarged views of representative views A1 and A2, are provided in **Appendix C** of this addendum for comparison.

Baseline Conditions

2.4 The February 2019 TVIA identified potentially sensitive receptors which could experience effects on townscape character or on visual amenity as a result of the Original Proposed Development. No significant changes in the baseline conditions described in the February 2019 TVIA have been identified and no additional potentially sensitive landscape or visual receptors have therefore been identified.

2.5 The baseline conditions identified in the original TVIA have not therefore changed and the descriptions and assessments of receptor sensitivity in the February 2019 TVIA and the May 2019 addendum remain valid.

Representative Views

2.6 The February 2019 TVIA which supported the Original Proposed Development was informed by 12 AVRs, with the two additional representative views requested by LBRuT submitted in the May 2019 TVIA addendum (ref A209-RE-02).

2.7 The 14 original representative views have been updated with the Amended Proposed Development and the revised appraisal of effects on the representative views is provided at **Appendix A** of this addendum.



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3. Appraisal of Effects of the Amended Proposed Development

Introduction

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

3.2 To assist in defining potential effects, the sensitivity of the townscape character and visual receptors is considered. As outlined in the methodology, sensitivity is determined by combining assessments of value (set out in Section 3 of the February 2019 TVIA) and an appraisal of the susceptibility of the receptors to the Amended Proposed Development. The findings for each are set out in **Tables 4.1 and 4.2**.

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

3.4 In order to further illustrate the effects, updated representative views are provided at **Appendix A**.

Description of Amended Proposed Development compared to Original Proposed Development

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

3.6 Whilst many of the original principles including the concentration of height in the centre of the site and stepping down the massing at the edges of the site (on Manor Road and along the southern boundary) remain, updates to the massing:

- Building A: Core A increased by one storey and Core D decreased by one storey;
- Building B: Core A increased by two storeys;
- Building C: Core A increased by three storeys and Cores B and C by one storeys;
- Building D: Core B decreased by one storey.

3.7 Additional changes of potential relevance to townscape and visual matters include updates to the elevations to increase consistency in detail across the scheme, with each elevation having one of three façade types with a common treatment to the base of all the blocks façades, and the extension of retail frontage along Manor Road, increasing activity and the amount of active frontage.



Figure 3.1 - Block plan (Amended Proposed Development)

Effect on Townscape Character

3.8 This section considers the effects of the completed Amended Proposed Development on townscape character. Definitions and criteria used are found in **Appendix B** of the February 2019 TVIA.

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

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

3.11 Overall it is considered that the Amended Proposed Development, like the Original Proposed Development, improves the townscape situation of 'TCA1 North Sheen Mixed Use', as shown in representative views 6, 7, 10 and 12 of **Appendix A**. The Amended Proposed Development is of a scale and mass that will not detract from the surrounding context and will reactivate the street frontage along Manor Road with an enhanced retail offering and areas of public realm. The heights and massing strategy responds positively to the existing low-rise context, with the scale dropping down to respect neighbouring properties along the southern and eastern edges.

3.12 The Amended Proposed Development would continue to have a direct, permanent, high magnitude of change and overall **moderate and beneficial effect** on TCA1.

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

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

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

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

Effects on Visual Receptors

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

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

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

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

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

- The Amended Proposed Development will, however, continue to be visible from views orientated outside the southern section of Sheendale Road Conservation Area, as shown in representative views 4 and 12.
- The mature trees within the Royal Botanic Gardens Kew (World Heritage Site) will prevent views to the Amended Proposed Development, as shown in representative views A1 and A2. A limited glimpsed view will continue to be possible for visitors to the viewing platform of the Pagoda when it is open to the public, as illustrated in representative view 9. The Site, however, is a minor component in the wider 360 view of this area of west London.
- It is considered that the Amended Proposed Development will continue to be visible from the North Sheen Allotments, but not Richmond Cricket Club and North Sheen Recreation Ground due to intervening vegetation.

- Where windows are orientated towards the Site, it is considered that partial to glimpsed views will continue to be possible of the Amended Proposed Development from upper stories of low to mid rise residential properties and taller residential apartment block located within 500 metres of the Site.
- Representative views 1, 2, 4 and 6 demonstrate that the Amended Proposed Development will continue to 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 will continue to prevent views to the Amended Proposed Development, as demonstrated in representative views 3 and 8.
- Open to partial views are likely to continue to be visible towards the Amended Proposed Development from Manor Road and the railway lines which run adjacent to the Site, as shown in representative views 10, 11 and 12.

Table 3.1 – Townscape Character Appraisal of Effects

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

Table 3.2 – Visual Receptor Representative Views Appraisal of Effects

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



Under no circumstances should any vehicle stop on the level crossing

4. Summary and Conclusions

Introduction

4.1 This addendum to the February 2019 TVIA (ref A209-RE-01) considers the potential townscape and visual effects which could arise from the Amended Proposed Development.

4.2 The Amended Proposed Development continues to reference local architectural detailing, styles and character along with providing a contextual material palette. It consists of four blocks which range in height from three to 11 storeys. The taller elements of the blocks are concentrated in the centre of the Site away from the boundaries emphasising the location of the central Courtyard. Top floor set-backs are present on the perimeter blocks.

4.3 Along Manor Road the built form of Blocks A and D continue to address the street, helping to define the street, and providing 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

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

4.5 The Site falls within 'TCA1 – North Sheen Mixed Use' 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 Amended Proposed Development and there will be a continued moderate and beneficial effect.

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

Visual Appraisal

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

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

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

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

Conclusions

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

4.11 The height, massing and architecture of the Amended Proposed Development responds to the sensitivities of the Site context. As with the Original Proposed Development, the tallest buildings are positioned in the centre of the Site, away from existing residential properties, and along the western boundary, with the scale dropping down to the southern and eastern edges, respecting neighbouring properties. The Amended Proposed Development represents an efficient redevelopment of a currently under-developed and unattractive site and does not represent a visually intrusive, dominant or overwhelming form of overdevelopment. It is therefore considered that there would be no adverse effects on either the character of the Site, the surrounding area or on visual receptors.

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



APPENDIX A REPRESENTATIVE VIEW APPRAISAL

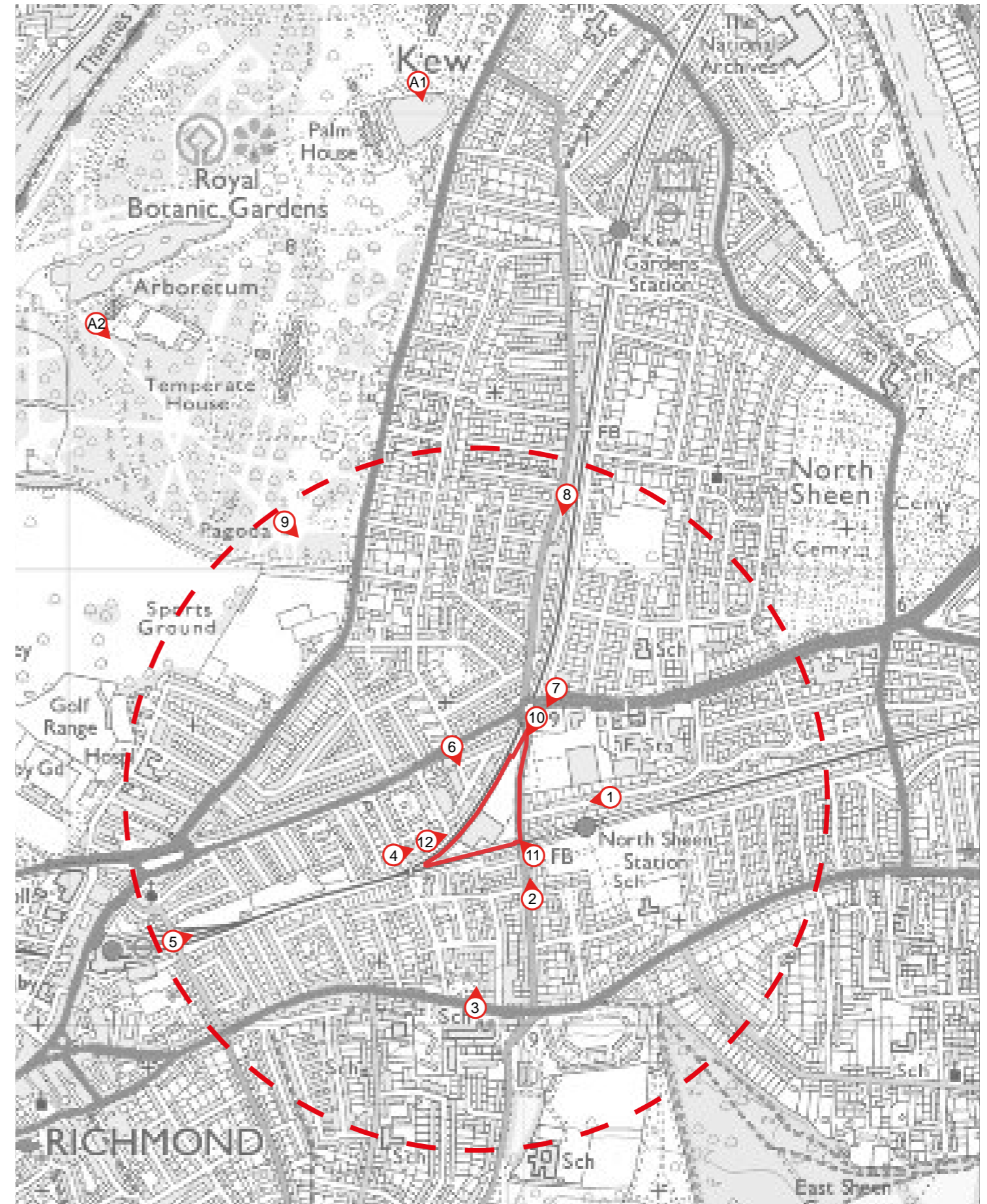
Introduction

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

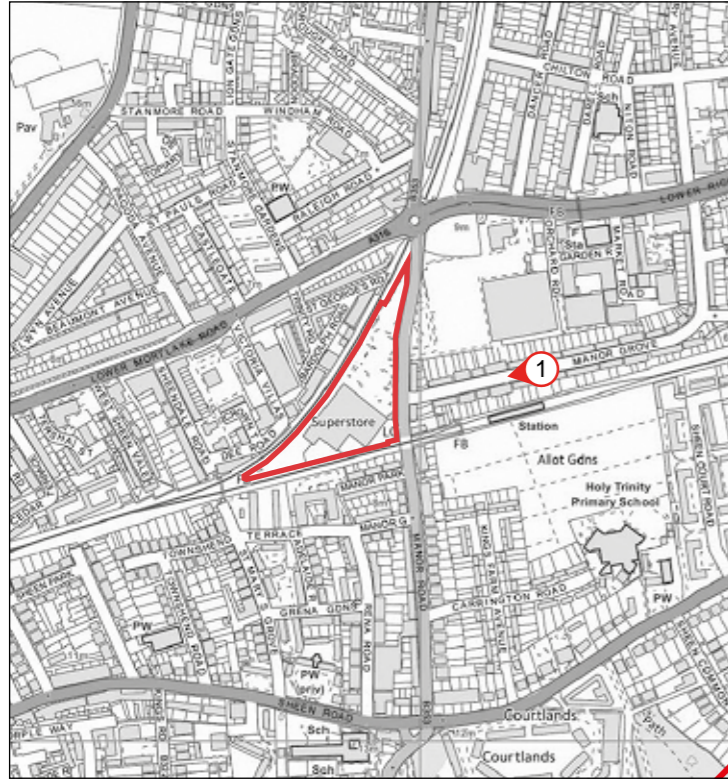
A.2 Within the AVRs, where the Amended Proposed Development falls behind built form, the outline is indicated with a red wireline demonstrating that it is unlikely to be seen within the view.

Figure A.1 - Representative View Locations Plan

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



Representative view 1 – Manor Grove



Location Plan

Baseline condition

A.3 Baseline conditions remain unchanged.



Representative view 1 - Existing Situation



Representative view 1 - Proposed Situation (Amended Proposed Development)

Appraisal of Effects

A.4 The assessment of sensitivity remains unchanged.

Effects of the Amended Proposed Development

A.5 The upper floors of elements of the Amended Proposed Development's Blocks A, B and D can continue to be seen in the background of the view from this section of Manor Grove. The materials and architectural treatment of the Amended Proposed Development's facade have been selected to be complementary to the existing buildings of Manor Grove, which are of townscape merit.

A.6 Overall it is considered that the Amended Proposed Development will continue to have a local, direct, permanent, medium magnitude of change, since the Amended Proposed Development will continue to be visible only in views westwards towards the end of the street, Manor Grove is lined with tree and visibility of the Amended Proposed Development will reduce for receptors further east along Manor Grove resulting in a **moderate and neutral effect**.

Representative view 2 – Manor Road opposite Townsend Terrace



Location Plan

Baseline conditions

A.7 Baseline conditions remain unchanged. .



Representative view 2 - Existing Situation



Representative view 2 - Proposed Situation (Amended Proposed Development)

Appraisal of Effects

A.8 The assessment of sensitivity remains unchanged.

Effects of the Amended Proposed Development

A.9 The Amended Proposed Development's Blocks A and D will continue to be seen in the background of the view, continuing the building line along Manor Road, along with the landscape strategy's new street planting. These blocks, along the road, respond to the existing height present in the fore and middle ground of the view and help to define Manor Road.

A.10 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.

A.11 It is considered that the Amended Proposed Development will continue to have a local, direct, permanent, medium to low magnitude of change and a **moderate to minor and beneficial effect**.

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



Location Plan

Baseline conditions

A.12 Baseline conditions remain unchanged. .



Representative view 3 - Existing Situation



Representative view 3 - Proposed Situation (Amended Proposed Development)

Appraisal of Effects

A.13 The assessment of sensitivity remains unchanged. .

Effects of the Amended Proposed Development

A.14 The Amended Proposed Development cannot be seen in this view and there will therefore continue to be no change in the view and **no effect**.

A cropped enlarged version of the Representative View is provided in Appendix C of this addendum.

Representative view 4 – Dee Road



Location Plan

Baseline conditions

A.15 Baseline conditions remain unchanged.



Representative view 4 - Existing Situation



Representative view 4 - Proposed Situation (Amended Proposed Development)

Appraisal of Effects

A.16 The assessment of sensitivity remains unchanged.

Effects of the Amended Proposed Development

A.17 The western façades of the Amended Proposed Development's Blocks B and C will continue to be seen in the far middle ground of the view, beyond the railway line, and from this location, they present as being of similar height to the existing built form within the middle and foreground of the view.

A.18 Block B facade includes architectural detailing that references the built form within the Study Area, such as the white stone banding which contrasts with the brick, breaking up the facade. Block's C facade is constructed with red brick and broken up with bay windows, which is also present within the Study Area.

A.19 The break between the blocks has been orientated to maintain the linear nature of the view and ensure the Amended Proposed Development does not appear overly dominant within the view.

A.20 Overall it is considered that the Amended Proposed Development will continue to have a local, direct, permanent, medium magnitude of change and a **moderate and neutral effect**.

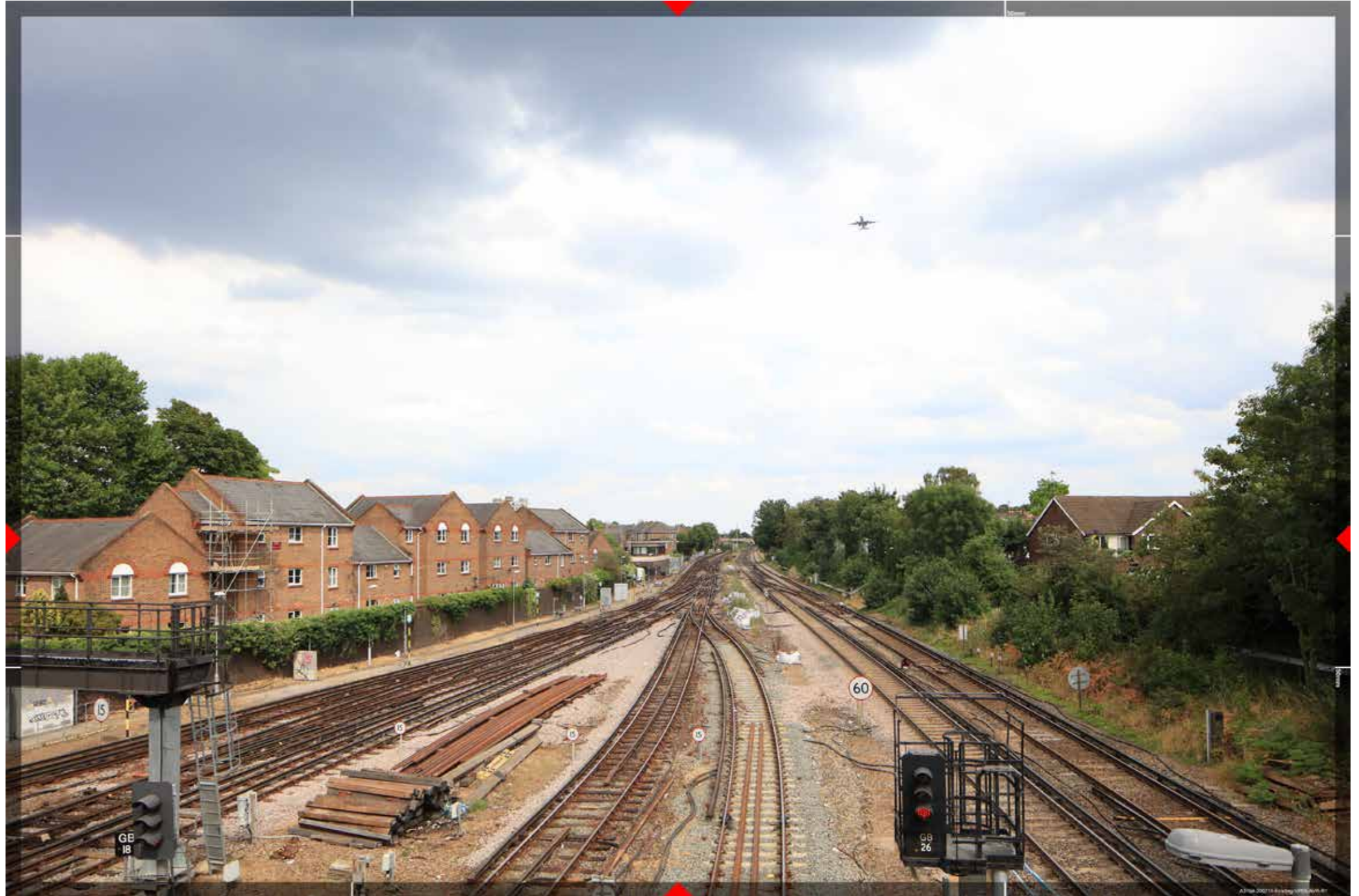
Representative view 5 – Church Road



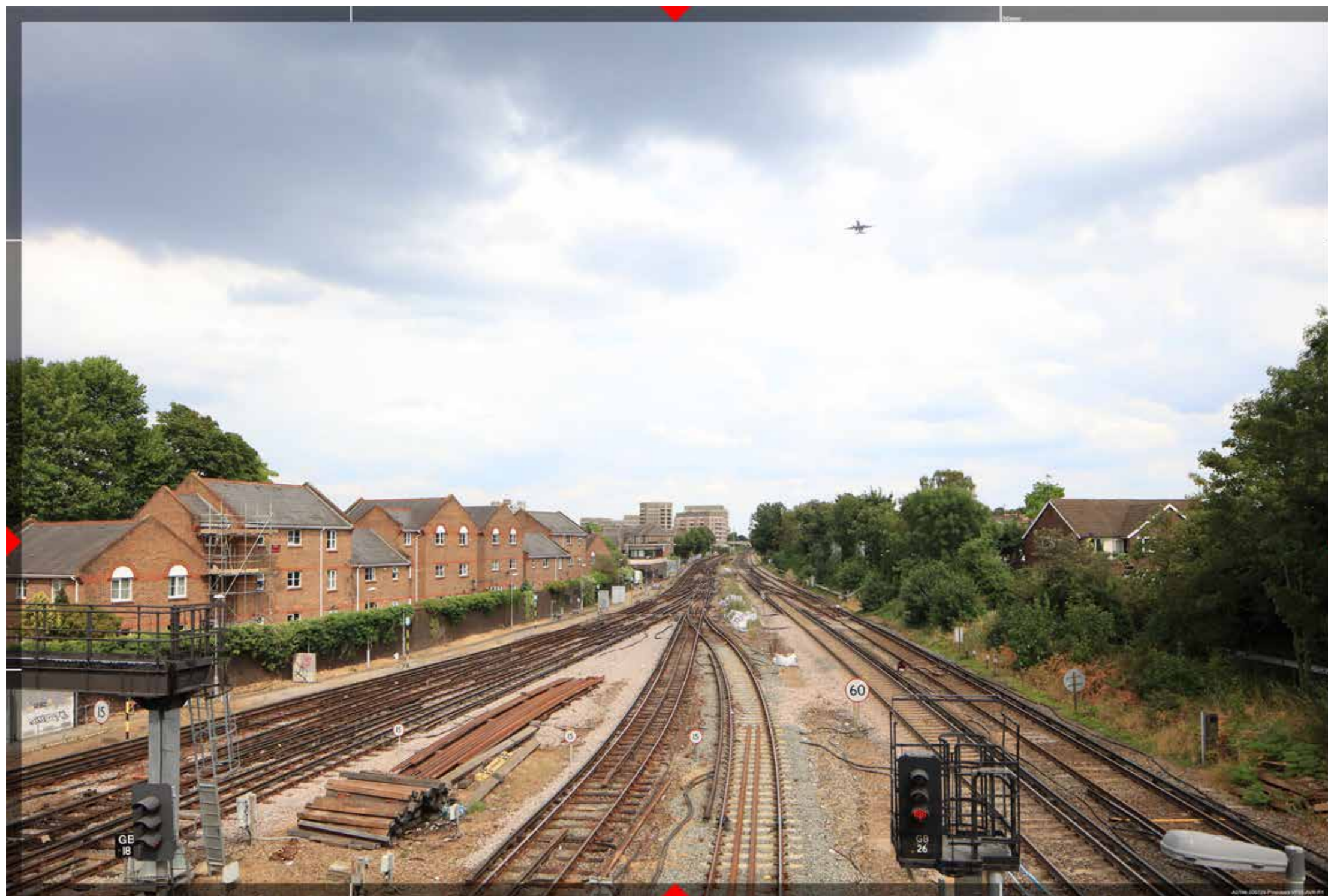
Location Plan

Baseline conditions

A.21 Baseline conditions remain unchanged.



Representative view 5 - Existing Situation



Representative view 5 - Proposed Situation (Amended Proposed Development)

Appraisal of Effects

A.22 The assessment of sensitivity remains unchanged.

Effects of the Amended Proposed Development

A.23 The upper floors of all of the Amended Proposed Development's blocks will continue to be seen in the far background of the view and they are read in conjunction with the existing built form. The blocks have been designed to step in height and provide a varied skyline within this view.

A.24 The Amended Proposed Development aids with legibility within the surrounding townscape. Overall it is considered that the Amended Proposed Development will continue to have a local, direct, permanent, low to negligible magnitude of change and a **negligible and neutral effect**.

A cropped enlarged version of the Representative View is provided in Appendix C of this addendum.

Representative view 6 – Trinity Road



Location Plan

Baseline conditions

A.25 Baseline conditions remain unchanged.



Representative view 6 - Existing Situation



Representative view 6 - Proposed Situation (Amended Proposed Development)

Appraisal of Effects

A.26 The assessment of sensitivity remains unchanged.

Effects of the Amended Proposed Development

A.27 The marker building of Block B will continue to be seen in the far middle ground of the view, beyond Manor House on Bardolph Road; its distinctive design presenting as a complementary extension to the existing built form.

A.28 Behind Block B, a glimpsed view can be gained to Block C's upper floors. Both blocks are set below the existing buildings skyline from this viewpoint.

A.29 It is considered that the Amended Proposed Development will continue to have a local, direct, permanent, medium magnitude of change and a **moderate and neutral effect**.

Representative view 7 – Lower Richmond Road/Manor Road roundabout



Location Plan

Baseline conditions

A.30 Baseline conditions remain unchanged.



Representative view 7 - Existing Situation



Representative view 7 - Proposed Situation (Amended Proposed Development)

Appraisal of Effects

A.31 The assessment of sensitivity remains unchanged.

Effects of the Amended Proposed Development

A.32 The upper floors of the Block A will continue to be seen in the middle far ground of the view. This helps to provide an enhanced sense of enclosure to the road junction.

A.33 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 Amended Proposed Development within the view.

A.34 The Amended Proposed Development is considered to have a local, direct, permanent, low to negligible magnitude of change and a **minor and neutral effect**.

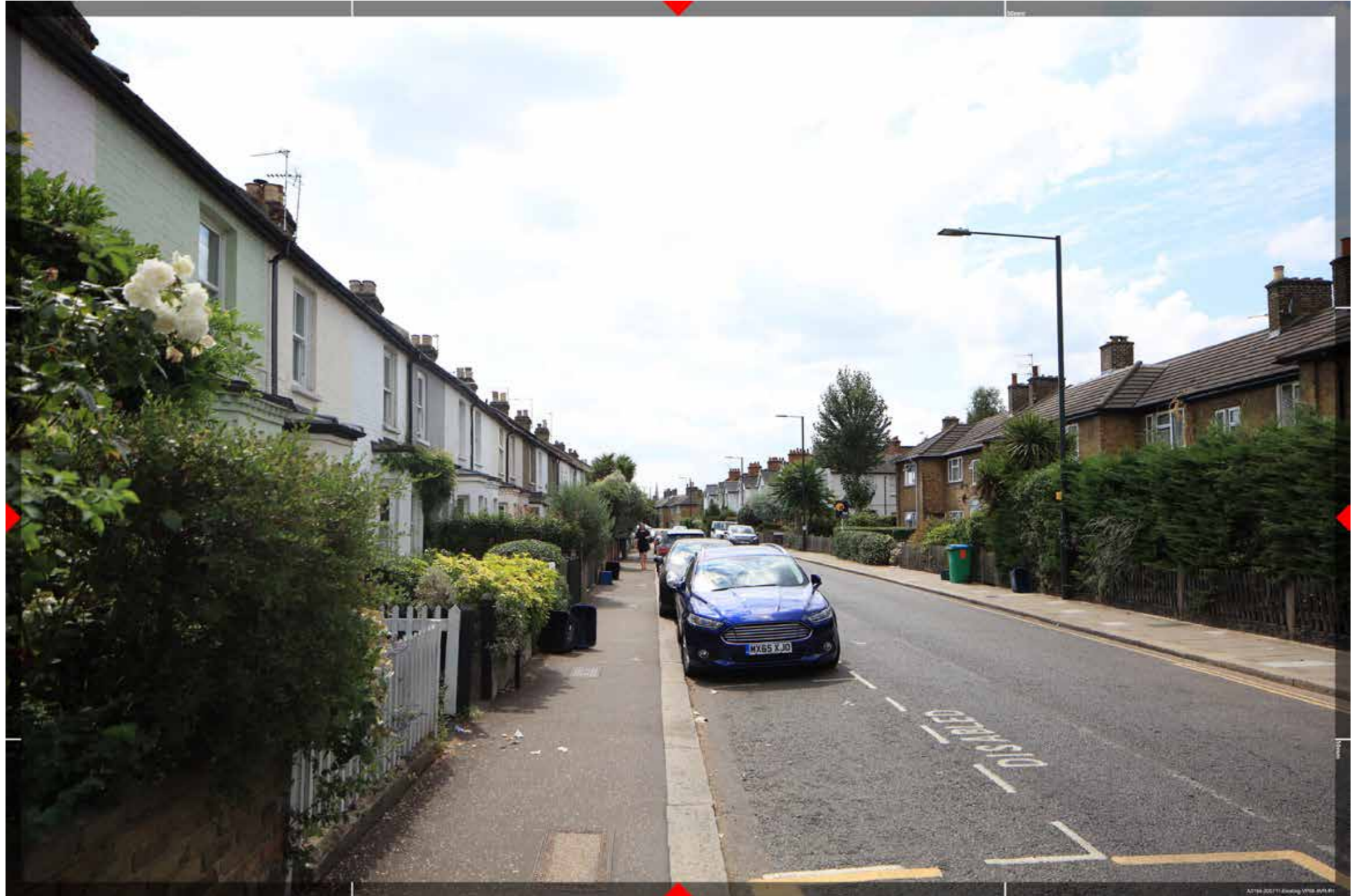
Representative view 8 – Sandycombe Road close to junction with Dudley Road



Location Plan

Baseline conditions

A.35 Baseline conditions remain unchanged.



Representative view 8 - Existing Situation



Representative view 8 - Proposed Situation (Amended Proposed Development)

Appraisal of Effects

A.36 The assessment of sensitivity remains unchanged..

Effects of the Amended Proposed Development

A.37 The Amended Proposed Development cannot be seen in this view and there will therefore be no change in the view and **no effect**.

A cropped enlarged version of the Representative View is provided in Appendix C of this addendum.