

Section 6

# **Viewpoint Assessment.**

## 6 | Viewpoint Assessment

### Methodology

- 6.1 The assessment of the likely effects of the proposal takes the approach set out in paragraphs 193 to 197 of the NPPF, as supported by the PPG, as its basis and is applied with the interpretation established by current case law. NPPF para. 200 (addressing opportunities for new development in Conservation Areas and within the setting of heritage assets) is also of relevance.
- 6.2 In addition, Historic England's GPA2 (Managing Significance in Decision - Taking in the Historic Environment) and GPA3 (The Setting of Heritage Assets) have informed the assessment, with heritage assets, their significance and setting having been identified in the preceding sections of the report.
- 6.3 To support the visual assessment, 11 representative viewpoints were agreed with LBRuT. These all look towards the Site and are intended to illustrate the maximum visual conjunction between proposal development and its townscape context. Hopkins Architects have produced Computer Generated Images (CGI's) of the proposal from these viewpoints, which in each case are set against an 'existing' photograph for comparison. It was agreed with LBRuT that the CGI's did not need to be produced as Accurate Visual Representations (AVRs), which are verified for accuracy.
- 6.4 The agreed viewpoints, illustrated on Figure 6.1, are:
1. Looking south from London Road
  2. Looking east from King Street
  - 3A. Looking north-west from Eel Pie Island - pedestrian bridge
  - 3B. Looking north from Eel Pie Island - pedestrian bridge
  4. Looking upstream (west) from the riverside close to York House Gardens
  5. Looking upstream (west) from the riverside on The Embankment
  6. Looking downstream, from the riverside south-west of Eel Pie Island
  7. Looking south-west, along Church Street
  8. Looking south, along Water Lane
  9. Looking north, along Water Lane
  10. Looking north, along Wharf Lane
  11. Looking south, along Wharf Lane



Figure 6.1 Viewpoints Map provided by Hopkins Architects

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### View 1: Looking south from London Road



Existing

6.5 The two-storey red brick building on the Site, located in the north-east corner and occupied by Santander bank, is visible in the background of the view, albeit partially concealed behind the prominent English Oak in the middleground of the view. The elevational architecture of the existing building fails to respond to the scale or architecture of the adjacent terrace on King Street or the Grade II listed bank at No. 2 York Street, located in the foreground of the view. The low existing building, with its flat roof and plain elevation, fails to provide an element of interest in views along London Road. There is an opportunity for the new building on this part of the Site to provide a more appropriate townscape focus in London Road views, and contribute a roofscape and elevational treatment which contributes positively to the character and appearance of the Conservation Area.



Proposed

6.6 The Proposed Development would provide a more appropriate focus than the existing, low-quality building. It would introduce a gabled form with pitched roof, suggesting the onward connection south to the Thames, which has always been part of the architect's conceptual approach to the Site. At this north end of Water Lane, the proposal would respond to the height of the adjacent terrace to the west on King Street, while also fitting into the context provided by the Grade II listed bank at No. 2 York Street and to the smaller scale of the Wake and Paine building which marks the transition into the more finely grained Church Street.

6.7 It would achieve this by introducing a structure of a larger scale, appropriate for its corner junction location, which responds through its elevational composition to the forms of neighbouring buildings. For example, the placement of brickwork upon the gabled upper storey reflects the eaves height of the abutting terrace building, whilst its apparent floor height, as experienced from King Street, would respond to that of the Wake and Paine building.

6.8 The King Street frontage of the proposal would be narrower than the existing building, providing a more open and activated junction and encouraging the pedestrian to walk south towards the river. The gabled elevation would be articulated through the incorporation of louvres which would promote a transition between the two distinct character areas of the riverfront and King Street. The distinct gabled form of this elevation with its brick facade would improve the architectural interest of the Site whilst its eaves have a limited overhang so as to respect and maintain the character with King Street

6.9 The architectural quality of the proposal, and the approach it takes to its context, including the intention that it links King Street with the riverside with a unified form, would enhance the King Street and Water Lane junction, and improve the Site's contribution to the character and appearance of the Twickenham Riverside Conservation Area.

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### View 2: Looking east from King Street



Existing

6.10 The two-storey red brick Site building is visible in the middle-ground of the view, at the junction of Water Lane and King Street and south of the prominent Oak tree. Although the parapet-line of the existing building is in accordance with the abutting terrace, its lesser overall height and plain architecture, as well as its flat roof, fails to provide a worthy streetscape element at this end of King Street. There is an opportunity for the new building to provide a more appropriate roofscape in this view, and an architectural form which provides a companion element alongside the prominent Grade II listed bank, while also responding to the finer grain and more intimate scale of Church Street and Water Lane beyond.



Proposed

6.11 The proposal would be a more worthy streetscape element than the existing building. Its brick treatment at ground and first floor levels would reflect the more intimate scale of Church Street to the east, whilst the upper stories would respond to the greater commercial scale of King Street more generally in this view. The frontage of the proposal onto King Street, would include a bay of three windows, responding to a similar arrangement on buildings located along King Street, including the adjoining terrace and the listed bank at No.2 York Street. The proposal is a much more architecturally interesting and composed building than the existing Santander bank. Like the listed bank at No. 2 York Street, it would represent its era in the relatively varied context of King Street. In so doing, it would enhance the character and appearance of the Twickenham Riverside Conservation Area, as experienced on King Street, as well as the setting of the Queen's Road Conservation Area opposite.

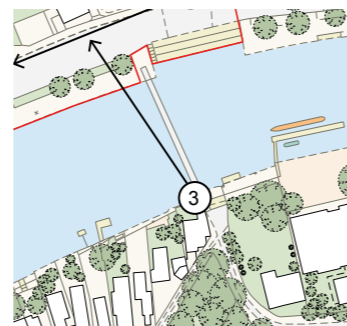
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View 3A: Looking north-west from Eel Pie Island - pedestrian bridge



### Existing

6.12 This view is from the crown of the pedestrian bridge to Eel Pie Island, looking back towards the rising ground of the north bank of the Thames at Twickenham. A small group of part-one, part-two storey buildings associated with Diamond Jubilee Gardens, and the gardens themselves, are visible in the middle-ground of this view. The overall poor architecture of buildings on the Site detracts from the quality of the view and from the setting of the surrounding Conservation Area. A dense treescape is located in the background of the view, however the rear elevations of some buildings located on King Street are visible. The Grade II listed Boathouse and deep-water dock, its riverside landing stage, steps, balustrade and gates are visible to the left of this view.



### Proposed

6.13 In reality, the viewer would experience the whole of the Proposed Development from the Eel Pie Island bridge. The part of the view looking north-west would take in the Wharf Lane building. It would be taller than other built elements in the view, but would be broken into three distinct elements, each designed to respond positively to the riverside setting. In so doing, it reflects previous built development on the site that has addressed the river directly, as well as riverine development on Eel Pie Island which takes a similar approach. The new built forms would be of a high-quality architectural design and would be set in a new landscape designed to enhance the river's edge and, in consequence, the character and appearance of the Conservation Area. The new development would draw the viewer's attention westward along the river, including towards the Grade II listed Boathouse, deep-water dock and landing stage. The sensitive development of the Site proposed, would contribute to an improvement in the

listed building's setting through the introduction of a well-designed new building and a re-imagining of the historic riverside landscape.

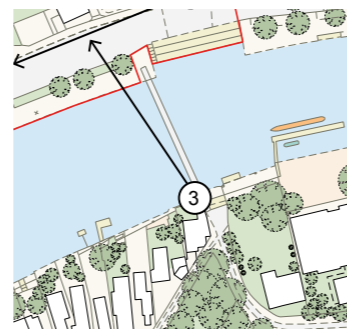
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View 3B: Looking north from Eel Pie Island - pedestrian bridge



Existing

6.14 This view is also from the crown of the pedestrian bridge to Eel Pie Island, looking back towards the rising ground of the north bank of the Thames at Twickenham. The rear elevation of the Santander bank building and part-one, part-two storey building associated with Diamond Jubilee Gardens form part of a dense area of buildings prominent in the middle-ground of this view. The long, low form of existing buildings on the Site, and their poor architecture, detracts from the quality of the view and from the setting of the surrounding Conservation Area. The view partially captures the layered townscape and treescape influenced by the uneven topography of the surrounding area, however it is, in reality, wider. In the background taller elements are visible, including the 9 storey Queen's House, off Holly Road, and the listed bank at No. 2 York Street, which forms a focus on King Street.



Proposed

6.15 This CGI represents the right-hand part of the whole view that would be experienced from the Eel Pie Island bridge. The design and materiality of the Proposed Development would respond to the existing buildings experienced along the riverbank and on Water Lane. It would achieve this through an appropriate elevational composition which incorporates regular fenestration and an application of brickwork alongside an articulated, recessed gable frontage. The new building would replace existing buildings of low quality and would represent an enhancement of the Site, and to the riverine setting of the Twickenham Riverside Conservation Area.

6.16 The Proposed Development would sit comfortably within the prevailing treescape, including the retained hornbeams located to its north-west, which in turn would be enhanced by the proposed landscaping scheme. The high quality new building on Water Lane would draw northward views from the river, towards King Street, and into the built heart of the conservation area. Views towards the listed bank at No.2 York Street would remain.

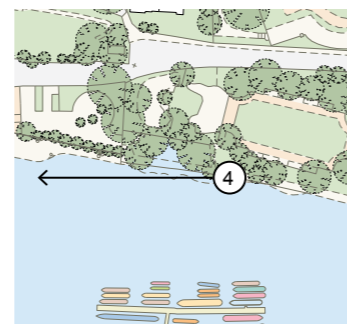
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View 4: Looking upstream (west) from the riverside, close to York House Gardens



Existing

6.17 This view looks along the river's edge, opposite Eel Pie Island and on the southern walkway associated with York House Gardens (Registered at Grade II). Diamond Jubilee Gardens is just visible in the middle-ground of this view, while the Site's buildings and hard landscaped car parking are predominantly concealed behind existing trees. These trees provide a green setting to the river that is in contrast to the man-made hard edge provided by the Embankment in the foreground, running west. The current site condition fails to contribute to the character of a riverine environment punctuated by buildings, set back from the river's edge, and softened by trees and intervening planting. The light riverside industry and leisure uses of Eel Pie Island are visible to the left of the image.



Proposed

6.18 Only the proposed Wharf Lane building, located in the south-west of the Site, would be visible from this viewpoint. Its form would fit well into the green setting of the river, and would respond positively to the man-made hard edge of the Embankment. As with the other riverside buildings located in the foreground of this view, on Eel Pie Island, the proposed development would form part of a partly built, partly verdant, riverside context. It would be a new and interesting element towards the background of the view, and would also serve to emphasise the characterful curve of the river at this point. The form of the building, comprising a long elevation and pitched roof, appropriately reflects the light riverside industry and leisure buildings located elsewhere in the view.

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View 5: Looking upstream along the river from the Embankment, close to the Site.



Existing

6.19 In this view, close to the south-east corner of the Site, the trees of Diamond Jubilee Gardens are visible behind the low quality existing Site buildings. Despite the location on the Embankment and riverside, and opposite Eel Pie Island, the Site has very little identity as a place and its existing built elements detract from the character and appearance of the Twickenham Riverside Conservation Area. The redevelopment of the Site holds the opportunity of new built form and associated landscaping that will link the Site more effectively both into King Street and Water Lane, to the north-east, and into the riverside to the south. This view represents the riverside experience, where there is a character and history of well-designed visible buildings addressing the river and set amongst a surrounding treescape.



Proposed

6.20 In this relatively narrow view, the Proposed Development would give the Site much better definition and identity, and link it more successfully with the riverside character experienced from The Embankment. The sense of place generated by an outward looking, and river facing, development would facilitate the Site's improved contribution to the character and appearance of the conservation area. It would be much more integrated both with the riverside to the south and the more urban character of King Street, to the north. The new built forms, including the south part of the Water Lane building seen in this view, would face the river while being set within an appropriate landscape. They would contribute to a more characterful skyline, amongst trees, than is currently provided by the existing site buildings and the rear elevations of buildings on King Street.