

16. Townscape and Visual Effects

Introduction

- 16.1 This Chapter, prepared by Waterman Infrastructure and Environment Ltd (Waterman), assesses the likely significant effects of the Development on townscape character and views. It provides a description of the methods used in the assessment and the relevant baseline conditions of the Site and surrounds. This is followed by an assessment of the likely significant effects of the Development during demolition, alteration, refurbishment and construction (the Works) and once the Development is completed and operational.
- 16.2 Where appropriate, mitigation measures are identified to avoid, reduce or offset any likely adverse effects, or enhance any beneficial effects. Taking account of the mitigation measures, the likely nature and significance of the residual effects are described.
- 16.3 It should be noted that the assessment of the likely significant effects of the Development upon below ground built heritage is presented in **Chapter 14: Archaeology (Buried Heritage)** and the assessment of the likely significant effects of the Development upon above-ground built heritage is presented in **Chapter 15: Built Heritage**.

Assessment Methodology and Significance Criteria

Assessment Methodology

- 16.4 The aim of this townscape and visual effects assessment is to establish the following in relation to the Development:
- an understanding of the Site and its wider townscape setting, identifying the character and sensitivity of receptors to the Development;
 - an assessment of the composition, character and aesthetic value and sensitivity of views from relevant visual receptors;
 - the predicted likely effects (and their significance) of the Development upon townscape character and visual amenity;
 - compliance of the Development with relevant policy;
 - the need for any mitigation to reduce, offset or minimise any significant adverse effects; and
 - the likely residual effects and their significance upon townscape character and visual amenity.
- 16.5 The methodology is based on current best practice and guidance from the following sources:
- *'Guidelines for Landscape and Visual Impact Assessment'¹*, Landscape Institute (LI) and Institute of Environmental Management and Assessment (IEMA), Third Edition, 2013.
 - *'An Approach to Landscape Character Assessment'²*, Natural England 2014.
 - *'Technical Guidance Note 06/19: Visual Representation of Development Proposals'³*, Landscape Institute, 2019; and
 - *'Tall Buildings - Advice Note 4'⁴*, Historic England, 2015.

16.6 This assessment considers two inter-linked issues as follows:

- **Townscape effects:** the likely effects (and their significance) of the Development during the Works and once completed and operational on the physical and cultural characteristics of the Site and on the surrounding townscape character; and
- **Visual effects:** the likely effects (and their significance) of the Development during the Works and once completed and operational on views from visual receptors, and the likely effects and their significance on the amenity value of these views.

Establishing the Baseline

16.7 The baseline conditions relevant to the assessment were derived from the following:

- LBRuT EIA Scoping Opinion (refer to **Appendix 2.4**);
- terrain analysis of the Site and surrounds (**Figure 16.1**);
- fieldwork to undertake an assessment of the character of the Site and its surrounds, together with the sensitivity of the townscape to change.
- use of OS maps to help inform the baseline context;
- use of existing descriptions of townscape character using national level character assessment from the National Character Areas (produced by Natural England), and local level sources including the 'Mortlake Village Planning Guidance, Draft Supplementary Planning Document⁵', London Borough of Richmond upon Thames (LBRuT), February 2015 and the 'Stag Brewery, Mortlake, SW14 Planning Brief⁶, LBRuT, adopted July 2011, and LBRuT Local Plan, adopted 2018 and 2020⁷; and
- a description of the key features and views of the existing Site and surrounding area and identification of their sensitivities to change.

Townscape Assessment

16.8 A townscape resource should be understood in terms of:

- its constituent elements;
- its character and the way this varies spatially;
- its geographic extent;
- its history;
- its condition; and
- the way it is experienced, including the value attached to it.

16.9 A receptor is a defined aspect of the townscape resource that has the potential to be affected by a development. Therefore, the baseline, alongside the description of the physical and cultural characteristics of the Site, forms the basis for the identification and description of the changes that may result to townscape. Through a combination of baseline data, including relevant data from published character studies of national and local scales, and Site survey the townscape is classified into units of distinct and broadly homogenous characteristics referred to as Townscape Character Areas (TCAs). Additionally, definition of townscape character includes consideration of

certain locally valued / designated aspects such as Conservation Areas, Buildings of Townscape Merit (BTM) and Other Open Land of Townscape Importance (OOLTI).

Visual Assessment

- 16.10 The visual baseline establishes the area in which the Site may be visible, the nature of the views and amenity value attributed to the views. Viewpoint locations were established through desk-based research, including Geographical Information System (GIS) analysis of the topography of the Site and surrounding area using Ordnance Survey (OS) base mapping and profile height data to produce a Terrain Analysis (refer to **Figure 16.1**). Consideration was also given to protected or locally defined views such as views and vistas defined on the Local Plan Proposals Map⁸. The desk-based selection of viewpoints has then been verified through Site fieldwork.
- 16.11 As part of the 2018 Planning Applications, the photographic locations for each viewpoint were agreed via consultation with LBRuT. This included a walkover of the local area surrounding the Site with representatives of LBRuT on 4th July 2016, to witness and refine the viewpoint locations. Viewpoint selection was also agreed via email correspondence, a copy of which can be found in **Appendix 16.1**.
- 16.12 The selected viewpoints are considered as being the best locations for representative views of the Development and no changes to the viewpoints are considered necessary since the 2018 Planning Applications. However, it is recognised that it is likely there may be views of the Development from upper storey windows from some residential properties. By necessity, the visual analysis is based on views from external spaces within the public domain and not from inside buildings or private spaces.
- 16.13 The process of generating verified views (also referred to as Accurate Visual Representations (AVR)) for the Development was carried out using a methodology that is compliant with relevant sections of:
- The Landscape Institute / IEMA Guidelines for Landscape and Visual Impact Assessment (3rd edition 2013); and
 - The Landscape Institute Technical Guidance Note 06/19 Visual Representation of Development Proposals.
- 16.14 Field surveys were undertaken on 6th March 2016, 7th March 2016, 17th October 2016 and 29th July 2019 to obtain all viewpoint photography. All baseline photographs comprise high resolution images taken with a 35 mm (full frame) digital SLR camera. To capture the full extent of the Development and an appropriate amount of contextual built form, some local townscape views were photographed using a wide angle (24mm focal length - Canon TS-e 24mm f/4L II) lens, giving a horizontal field of view of 73.7°. Some views were photographed using a 50mm (Canon 50mm f/1.4I) lens in portrait orientation. With the camera mounted on an indexed panoramic tripod head, several photographs were taken and joined together to form a panorama of approximately 90°. A surveyor was instructed (by means of a marked-up photograph, map and tripod (in situ) photograph) to record a range of contextual reference points. The collected survey reference point data and camera location data was imported into a 3D model environment. Using a photo editing package (Adobe Photoshop CC 2015.5) the photography, survey reference point render and proposed development render were aligned to create an AVR of the Development within its

townscape context. The resulting images (AVRs) seek to demonstrate the Development and the visibility of the Site within the local townscape that would be experienced at each viewpoint.

- 16.15 A combination of wireline (AVR level 1) and fully rendered (AVR level 3) AVRs views were created, the selection of which was agreed in consultation with LBRuT (refer to **Appendix 16.1**). Consideration of night-time views, including methodology, appraisal, and illustrative photomontage figure, is provided in **Appendix 16.2**.
- 16.16 It is acknowledged that differing visual effects are possible due to seasonality and that the winter view provides clearer prospects where deciduous vegetation intervenes. The assessment considers the winter view (no leaves on the trees) through review and assessment of the winter photography and consequently, the assessment is based on winter views which depict the worst-case scenario. Commentary on summer views is also provided, where appropriate.
- 16.17 The assessment process aims to be objective and to qualify effects as far as possible. However, it is recognised that subjective judgement is appropriate, if it is based on training and experience and supported by clear evidence. Whilst changes to a view can be factually defined, the evaluation of townscape character and visual amenity does require qualitative judgements on the significance of effects to be made. The conclusions of this assessment therefore combine systematic observation and measurement, with informed professional interpretation.
- 16.18 In respect of the assessment of the outline component of the Development, the assessment set out within this Chapter has considered the maximum allowable spatial parameters sought for approval. This would give rise to the greatest massing and so can be considered to reflect a 'worst-case' assessment. That said, based on professional and expert judgement, it is unlikely that the minimum allowable spatial parameters sought for approval would give rise to materially different townscape and visual effects. This is because the scale of Works that would be required for both the maximum and minimum allowable parameters would be similar and other factors such as the choice of materials and façade details of the proposed buildings would be in accordance with the Design Code also submitted for approval.

Significance Criteria

- 16.19 The two principal criteria determining significance are the sensitivity of the receptor (based on its value and susceptibility to change because of the Development), and the magnitude of the effect. To come to an overall conclusion on the significance of townscape and visual effects, the separate judgements regarding the sensitivity of the receptors and the magnitude of the effects need to be combined.

Value and Sensitivity to Change

- 16.20 **Table 16.1** sets out the criteria used to define the value of townscape and visual receptors and the criteria used to define the sensitivity of townscape and visual receptors to change.

Table 16.1: Value and Sensitivity to Change Criteria

Value and Sensitivity to Change	Criteria	
	Townscape Receptor	Visual Receptor
High	<p>Value</p> <ul style="list-style-type: none"> Internationally (i.e. World Heritage Site) or nationally statutory designated (i.e. National Parks, Areas of Outstanding Natural Beauty, Registered Park and Garden, Listed Buildings and Scheduled Monuments) recognised townscape of high quality and distinctive character with a large number of features and strong sense of place. 	<p>Value</p> <ul style="list-style-type: none"> Receptors within a nationally or internationally designated townscape.
	<p>Sensitivity to Change</p> <ul style="list-style-type: none"> Susceptible to change which would permanently alter key characteristics and elements of the townscape. A relatively undisturbed, pristine townscape where changes or disruptions to the existing townscape would be noticeable and difficult to mitigate or restore. Change which would permanently alter key characteristics and elements of the townscape. 	<p>Sensitivity to Change</p> <ul style="list-style-type: none"> Receptors with a key interest and expectation of enjoying the view, therefore highly sensitive to change. Residents in homes who have open, uninterrupted views in the direction of the development, therefore highly sensitivity to change.
Medium	<p>Value</p> <ul style="list-style-type: none"> Locally designated (i.e. BTMs, OOLTIs, Conservation Areas, Local Green Spaces, and Local Nature Reserves) / recognised townscape with some distinctive and / or designated characteristics and features in reasonable condition (e.g. a public/ semi-public private open space that is of value to the local community). 	<p>Value</p> <ul style="list-style-type: none"> Visitors at locations where the view is mostly valued but not fundamental to the location or activity (e.g. people in outdoor recreation / activities that do not focus on an appreciation of the townscape). Receptors within locally valued townscapes.
	<p>Sensitivity to Change</p> <ul style="list-style-type: none"> Townscape of relatively widespread and common features or characteristics, capable of tolerating moderate levels of change without affecting the key characteristics and elements. 	<p>Sensitivity to Change</p> <ul style="list-style-type: none"> Existing residents who have views in the direction of the Development where the quality, condition and extent of the existing view is unexceptional, therefore capable of tolerating moderate levels of change. People travelling where viewing periods are discontinuous and / or irregular, therefore have a moderate sensitivity to change.
Low	<p>Value</p> <ul style="list-style-type: none"> Undesignated townscape with local value but low quality. Few distinctive characteristics, features or elements many of which may be in poor condition. 	<p>Value</p> <ul style="list-style-type: none"> People engaged in activities that either distract from the view or require concentration on the foreground, resulting in minimal interest or appreciation of the view.

Sensitivity to Change	Sensitivity to Change
<ul style="list-style-type: none"> Townscape capable of tolerating substantial change / improvement / enhancement. 	<ul style="list-style-type: none"> Receptors where visual amenity is not the principal reason for them to be present or where the quality of the existing view is poor (e.g. industrial areas or derelict land), therefore capable of tolerating change.

Magnitude

Townscape

16.21 The magnitude of townscape effects depends on the following:

- the scale and extent of change in the townscape with respect to the loss and / or addition of new characteristics or features;
- the degree of contrast, or integration / compatibility of any new features with existing characteristics of the townscape;
- the duration of the effect (temporary or permanent, intermittent or continuous);
- the distance of the townscape resource from the source of the effect;
- the degree of containment / openness, influenced by urban grain, topography and presence of intervening vegetation and other features (and therefore also seasonal variation); and
- the extent of mitigation planting or other mitigation measures such as extent or positioning of new buildings or structures.

Visual

16.22 The magnitude of the visual effect depends on the following:

- the scale of change in the view with respect to the loss and / or addition of new features;
- the degree of contrast, or integration of / compatibility with any new features with existing features in the view;
- the duration of the effect (temporary or permanent, intermittent or continuous);
- the distance of the receptor from the source of the effect;
- the angle of view ;
- the dominance of the impact feature in the view;
- seasonal variation;
- the extent and position of the new buildings and structures that would be visible in the view;
- the extent to which views of the Development would be screened or filtered by intervening landform or by townscape elements such as trees, or built structures; and
- the extent of mitigation planting.

16.23 **Table 16.2** sets out the criteria used to assess the magnitude of predicted townscape and visual effects.

Table 16.2: Magnitude Criteria

Magnitude of Change	Criteria	
	Townscape Receptor	Visual Receptor
Major	<ul style="list-style-type: none"> All / most key characteristics / features / elements of the townscape would be affected within a specific area. Limited change in townscape characteristics over an extensive geographical area. The Development would be completely incompatible or inconsistent with the area and its surroundings. <u>OR</u> the Development would fit in very well with the scale, landform and pattern of the townscape and bring considerable enhancements. 	<ul style="list-style-type: none"> Extensive change to baseline view and / or loss of key visual features. Introduction of anomalous and highly prominent or dominant new elements. Introduction of anomalous/ highly prominent / dominant new elements. The proposed development would be visually intrusive and would cause substantial deterioration and adverse change in the existing view and visual amenity of the area. <u>OR</u> the Development would create a substantial improvement and enhancement of key views and visual amenity of the area.
Moderate	<ul style="list-style-type: none"> Some key characteristics / features / elements would be affected within a specific area. Limited change in townscape characteristics over a wider area without compromising the overall integrity of the townscape. The Development would introduce some notable characteristics, features, and elements of the townscape which would be incompatible / compatible; inconsistent / consistent; out of proportion / in proportion; and damage / enhance quality of a specific area of the existing townscape. 	<ul style="list-style-type: none"> Notable change to baseline view (e.g. partial loss of key visual features). Introduction of prominent, but essentially localised new features or elements. The Development would be prominent and would cause noticeable deterioration / improvement or adverse / positive change in the existing view and visual amenity of the area.

Minor	<ul style="list-style-type: none"> • Very few key characteristics / features / elements would be affected. • The Development would introduce some elements which would affect a very limited number of key characteristics / features / elements within a localised area of the townscape. • The Development would fit within the scale, landform and pattern of the townscape however, there would be some loss of quality and characteristic features. • OR the Development would complement the scale, landform and pattern of the townscape, whilst contributing to character. 	<ul style="list-style-type: none"> • Minimal change to baseline view (e.g. limited loss of visual features), changes are evident, but not especially prominent and are generally localised. • The Development would result in a minor deterioration / improvement and adverse / positive change in the existing view and visual amenity of the area.
Negligible	<ul style="list-style-type: none"> • No discernible change to the key characteristics of the townscape character. • Could include a minimal degree of change within a highly localised area of the townscape. 	<ul style="list-style-type: none"> • Barely perceptible change to baseline view and / or very brief exposure to view and visual amenity of the area.

Significance of Effect

16.24 The assessment combines the sensitivity of the receptors with the predicted magnitude of effect to establish the significance of the townscape and visual effects as shown in **Table 16.3**.

Table 16.3: Significance of Effect Matrix

		Sensitivity to Change		
		High	Medium	Low
Magnitude of	Major	Major Adverse / Beneficial	Major Adverse / Beneficial	Moderate Adverse / Beneficial
	Moderate	Major Adverse / Beneficial	Moderate Adverse / Beneficial	Minor Adverse / Beneficial
	Minor	Moderate Adverse / Beneficial	Minor Adverse / Beneficial	Minor Adverse / Beneficial
	Negligible	Negligible	Negligible	Negligible

16.25 Based upon the significance matrices within **Table 16.3** the assessment of likely residual townscape and visual effects can be described as stated within **Table 16.4**.

Table 16.4: Significance of Likely Effects and Likely Residual Effects

Significance	Description	
	Landscape Character	Visual Amenity
Adverse effect of major significance	The Development is at considerable variance with the scale, landform and pattern of the townscape, and / or there is a total or major loss of key characteristics.	The Development would be visually intrusive and would cause substantial deterioration and / or adverse change in the existing view / general visual amenity of the area.
Adverse effect of moderate significance	The Development is out of proportion and does not fit with the scale, landform and pattern of the townscape, and / or damages quality, with a loss of key characteristic features.	The Development would be visually intrusive and would cause noticeable deterioration and / or adverse change in the existing view/ general visual amenity of the area.
Adverse minor effect	The Development fits within the scale, landform and pattern of the townscape however, there is some loss of quality or characteristic features.	The Development would cause limited visual intrusion and would cause minor deterioration and / or adverse change in the existing view / general visual amenity of the area.
Negligible	The Development has no easily discernible effect on townscape character.	The Development would cause no easily discernible change to visual amenity and key views.
Beneficial minor effect	The Development would complement the scale, landform and pattern of the townscape, whilst contributing to the existing character.	The Development would result in minor improvement and / or positive changes to key views / visual amenity of the area.
Beneficial effect of moderate significance	The Development would fit in well with the scale, landform and existing pattern of the townscape, and maintain and / or enhance the existing townscape character.	The Development would create a very noticeable improvement and / or positive change in key views / visual amenity of the area.
Beneficial effect of major significance	The Development would fit in very well with the scale, landform and existing pattern of the townscape, and bring considerable enhancements.	The Development would create a substantial improvement and enhancement of key views / visual amenity of the area.

Baseline Conditions

Townscape Character

National Character

- 16.26 The National Character Areas map (produced by Natural England) divides England into 159 National Character Areas (NCAs).
- 16.27 The Site is located within the eastern region of NCA 115 Thames Valley and some of the key characteristics of relevance to the Site and its setting include:
- *“...Flat and low-lying land, rising to low, river-terraced hills....”*

- ...The numerous hydrological features provide unity to an area which otherwise lacks homogeneity; these features include the River Thames and its tributaries....
- ...Although densely populated and developed, pockets of woodland, open grassland, parkland, wetlands and intimate meadows provide escape and tranquillity....
- ...Towards London in the east, the natural character of the area is overtaken by urban influences: a dense network of roads...railway lines....
- ...To the south, the open Thames flood plain dominates, with its associated flat grazing land, becoming characterised by a number of formal historic landscapes on higher ground. Between Hampton and Kew, the River Thames forms the focus of a series of designed landscapes.;
- ...The area has an urban character, and there are very few villages of more traditional character...
- ...The river is closely associated with numerous historic places and cultural events...; and
- ...The area is important for recreation, both for residents and visitors. Historic parkland and commons provide access to green space, the Thames Path National Trail runs the length of the NCA, and a variety of activities are enjoyed on the river and other waterbodies.”

Local Character

The London Plan, The Spatial Development Strategy for Greater London (March 2021)⁹

16.28 Within ‘Chapter 3 Design’ of the London Plan, Policy D1 ‘London’s Form, character and capacity for growth’ and Policy D9 ‘Tall Buildings’ sets out the below in relation to Local Townscape Character:

- Policy D1; ‘Boroughs should undertake area assessments to define the characteristics, qualities and value of different places within the plan area to develop an understanding of different areas’ capacity for growth.’; and
- ‘Understanding the existing character and context of individual areas is essential in determining how different places may best develop in the future. An evaluation of the current characteristics of a place, how its past social, cultural, physical and environmental influences have shaped it and what the potential opportunities are for it to change will help inform an understanding of an area’s capacity for growth and is crucial for ensuring that growth and development is inclusive.’
- Policy D9 ‘Tall Buildings’ sets out the following should be adhered to for tall buildings ‘not less than 6 storeys or 18 metre measured from ground to the floor of the uppermost storey’ and ‘Boroughs should determine if there are locations where tall buildings may be an appropriate form of development, subject to meeting the other requirements of the Plan. This process should include engagement with neighbouring boroughs that may be affected by tall building developments in identified locations.’

16.29 The policy sets out that Development proposals should address visual impacts, including:

- the long-range, mid-range and immediate views which make a positive contribution to the existing skyline, neighbourhood and local townscape.

16.30 The policy also sets out that, *‘Tall buildings that are of exemplary architectural quality, in the right place, can make a positive contribution to London’s cityscape, and many tall buildings have become a valued part of London’s identity. However, they can also have detrimental visual, functional and environmental impacts if in inappropriate locations and/or of poor quality design.’*

16.31 In respect to townscape and visual impact, a way in which the borough can identify locations where tall buildings play a positive role in shaping the character of an area is;

- *‘The top (upper and rooftop) should be designed to make a positive contribution to the quality and character of the skyline, and mechanical and telecommunications equipment must be integrated in the total building design. Not all tall buildings need to be iconic landmarks and the design of the top of the building (i.e. the form, profile and materiality) should relate to the building’s role within the existing context of London’s skyline.’*

16.32 Within ‘Chapter 7 Heritage and Culture’ of the London Plan, Policy HC1 ‘Heritage Conservation and Growth’ sets out the below in relation to Local Townscape Character:

- *‘Boroughs should, in consultation with Historic England, local communities and other statutory and relevant organisations, develop evidence that demonstrates a clear understanding of London’s historic environment. This evidence should be used for identifying, understanding, conserving, and enhancing the historic environment and heritage assets, and improving access to, and interpretation of, the heritage assets, landscapes and archaeology within their area.’;*
- *‘Development Plans and strategies should demonstrate a clear understanding of the historic environment and the heritage values of sites or areas and their relationship with their surroundings.’; and*
- *‘Development proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the assets’ significance and appreciation within their surroundings.’*

16.33 Within ‘Chapter 8 Green Infrastructure and Natural Environment’ of the London Plan, Policy G1 ‘Green Infrastructure’ sets out the below in relation to Local Townscape Character:

- *‘London’s network of green and open spaces, and green features in the built environment, should be protected and enhanced. Green infrastructure should be planned, designed and managed in an integrated way to achieve multiple benefits.’*

Policy G4 ‘Open Space’ sets out the below in relation to Local Character:

- *‘...promote the creation of new areas of publicly-accessible open space particularly green space, ensuring that future open space needs are planned for, especially in areas with the potential for substantial change’ and ‘...ensure that open space, particularly green space, included as part of development remains publicly accessible.’*

London Borough of Richmond upon Thames Local Plan (adopted 2018)

- *Policy LP 2 Building Heights sets out the below in respect buildings heights and townscape and visual impact:*
- *The Council will require new buildings, including extensions and redevelopment of existing buildings, to respect and strengthen the setting of the borough's valued townscapes and landscapes, through appropriate building heights, by the following means:*
 - *'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;'* and
 - *'preserve and enhance the borough's heritage assets, their significance and their setting;'*
- *'Where new larger developments are proposed some variation in roofscape and height can provide visual interest to the streetscape and avoid overbearing and bulky building forms. Therefore, in some cases, differentiation in roof forms and roof lines within parameters based on the prevailing building height, in order to break up large blocks and reflect the predominantly domestic scale of the borough, may be acceptable.'*
- *'The siting and massing of new buildings will be controlled to avoid harmful intrusions into the skyline and on significant local views.'* and
- *'Any proposal for a tall or taller building should make a positive contribution to the existing townscape, character and local distinctiveness of the area. In addition, proposals for tall or taller buildings should be designed to positively contribute to streetscape such as by creating high quality public spaces that deliver wider public realm benefits or incorporating uses that enable local communities and the public to access the ground level of buildings.'*

Design Quality Supplementary Planning Document (Adopted 2016) as part of the London Borough of Richmond upon Thames (2016)

16.34 The character of LBRuT is briefly noted within the Design Quality Supplementary Planning Document (SPD)¹⁰. The entire Site lies within the 'Mortlake and East Sheen' character area and an extract of its characteristics is provided below:

"Mortlake has a dense built-up character composed of regular patterns of terraced Victorian streets with some set back but little planting. A similar character prevails in parts of East Sheen, becoming more suburban towards East Sheen Common. Near the common are some of the lowest density homes in the Borough, set back from the street within extensive and mature grounds enclosed by gated high boundaries."

16.35 The SPD states:

"...The Thames plays a profound role in the natural environment of the Borough... There is great variety in the landscape and townscape which borders the river passing through areas of tranquillity and intensity..."

16.36 Riverside character is illustrated within the northern edge of the Site as being of an ‘*urban*’ riverside character. The northern bank of the River Thames opposite the Site is noted as ‘*semi urban*’.

Conservation Area Statement (undated)

16.37 The south-eastern edge of the Site adjacent to the westernmost extent of Mortlake High Street and the Maltings buildings within the northern part of the Site falls partially within the Mortlake Conservation Area.

16.38 The character of the conservation area is defined within the relevant LBRuT Conservation Area Statement¹¹ and includes the following:

- historic core focused on St. Mary’s Church with many fine 18th century listed houses on the riverside and High Street. Along the river frontage, between Chiswick Bridge and Ship Lane, is a particularly fine group of 18th century buildings, with at least one from the Tudor period. 19th and 20th century development along the river frontage has respected the style and scale of the group;
- an intimate relationship with the Thames. The High Street follows the flood line and links with the riverfront via historic access ways to former wharfs at Bull’s Alley and Ship Lane;
- between Ship Lane and White Hart Lane, the riverfront is reflective of the area’s industrial history. Enormous contrasts in scale are evident yet a shared robust utilitarian conformity exists using brickwork and detailing;
- original architectural details including ground floor bay windows, roofs laid in diamond pattern slate, timber bracketed porches and chimney with corbelled and dentilled brick work;
- exceptional views along the river in both directions;
- view into Mortlake from Chiswick bank is dominated by large-scale housing developments along the south side of the widened High Street; and
- large numbers of trees contribute to the cohesive character of the area.

Mortlake Village Planning Guidance, Draft SPD (December 2015)

16.39 The draft planning guidance SPD¹² includes a character area assessment which subdivides the village into seven distinct character areas (two of which are adopted Conservation Areas), as follows:

- Conservation Area 1 (TCA1): Mortlake;
- Character Area 2 (TCA2): West of White Hart Lane;
- Character Area 3 (TCA3): Mortlake High Street (part);
- Conservation Area 4 (TCA4): Mortlake Green;
- Character Area 5 (TCA5): Kingsway and surrounds;
- Character Area 6 (TCA6): Watney Road and surrounds; and
- Character Area 7 (TCA7): Stag (Mortlake) Brewery.

16.40 Each character area is described in further detail below.

TCA1: Mortlake

16.41 This area is situated along the south bank of the Thames between Chiswick Bridge and White Hart Lane. It comprises Mortlake Conservation Area which adjoins Barnes Green Conservation Area to the east and Mortlake Green Conservation Area to the west. The Site abuts the western boundaries of this TCA. The characteristics of the area are described as above.

TCA2: West of White Hart Lane

16.42 This TCA is located approximately 200 m to the east of the Site. This area comprises six parallel streets bound by Mortlake High Street to the north, North Worple Way and railway to the south and St Mary's Church, St. Mary Magdalen's Church and Primary School to the west. This area comprises the south-eastern extent of Mortlake Village.

16.43 The area is characterised by:

- late 19th Century and early 20th Century residential development with impressive and architecturally distinctive Edwardian and late Victorian character. Terraced housing on wide leafy streets;
- some interwar housing and recent infill (Ripley Gardens is noted as a sub area of Character Area 2 within the Mortlake Village Planning Guidance SPD);
- original architectural details including red, yellow, and painted brick, roughcast render, applied timbering, timber frame windows, timber porches, clay tiled roofs, clay chimneypots, brick gate piers with dwarf walls incorporating railings and fencing;
- planted front gardens and street trees; and
- the spur footbridge, an unusual semi-circular iron structure of 1902, provides an important link from Mortlake to East Sheen.

TCA3: Mortlake High Street (part)

16.44 This TCA is located adjacent to the south-eastern boundary of the Site, south of Mortlake High Street. This area occupies a small section of Mortlake High Street, between Mortlake Green and the Grade II* listed St Mary's Parish Church, on the southern side of the road only. It is surrounded by Mortlake Conservation Area on three sides and Mortlake Green Conservation Area to the west, though it is not itself a Conservation Area.

16.45 The area is characterised by:

- three large post war blocks of flats of consistent character juxtaposed with less sympathetic modern developments at the end of the high street, with a high-rise block and the Royal Mail depot which is of lower quality and regarded as banal and out of scale with adjacent streets;
- lower quality buildings within the area detract from significant aspects of the adjacent Mortlake Conservation Area;
- consistent architectural features include red brick, unplasticized polyvinyl chloride (uPVC) windows and two-four storey buildings; and
- presence of street trees.

TCA4: Mortlake Green

16.46 This TCA is located adjacent to the south boundary of the Site. This area is bound by the railway line, Lower Richmond Road, Sheen Lane and Rosemary Lane. It adjoins Mortlake Conservation Area to east and north along with Mortlake Green Conservation Area to the south.

16.47 The area is characterised by:

- Mortlake Green, which provides a buffer between heavy traffic on Lower Richmond Road and Sheen Lane. It is predominantly an informal grassed area with children's play area and a hard-surfaced recreational area. The Green is well screened in parts by mature trees;
- Victorian and Edwardian buildings and terraced properties generally of two-, three- and four-storeys and featuring red bricks, rendered bands, tall brick chimneys and sash windows;
- two groups of BTMs:
 - 11-25 Sheen Lane including the Railway Tavern; and
 - 27 Sheen Lane with its rendered bands and good brick detailing;
- Lower Richmond Road, which is contrasted by two- and three- storey brick terraced houses on the south side and the Brewery buildings which dominate the road to the north;
- two pubs on opposite sides of Lower Richmond Road, which form a gateway to Mortlake Green;
- an intimate collection of houses to the west of the Green, with Woodbine Cottage, Eton Lodge and Rosemary Terrace forming an attractive group, alongside the architecturally distinctive Rosemary Gardens. This is contrasted by unattractive blocks of flats in the adjacency; and
- Mortlake Station, which is formed of traditional brick and timber detailing and modest in scale.

TCA5: Kingsway and Surrounds

16.48 This area consists of several housing developments to the south of Lower Richmond Road. This TCA is primarily located to the south-west of the Site, although it is partly located within the area of the Site comprising the proposed Section 278 highway works.

16.49 The area is characterised by:

- predominantly residential development with a few shops;
- traffic on Lower Richmond Road, being a main thoroughfare into Mortlake;
- residential development with a variety of eras and styles including:
 - an inter-war cul-de-sac of semi-detached brick and render houses at Langdon Place;
 - late 19th Century semi-detached houses, the oldest in the area, bordering Lower Richmond Road; a small post-war block of flats;
 - a large area of Edwardian development with quiet, leafy streets of terraces; and
 - semi-detached houses generally of eclectic or Arts and Crafts detailing;
- original architectural details including:
 - red and painted brick;
 - roughcast render;

- applied timbering;
- timber frame windows;
- timber porches;
- clay tiled roofs;
- clay chimneypots; and
- brick gate piers with dwarf walls incorporating railings and fencing; and
- planted front gardens and street trees.

TCA6: Watney Road and Surrounds

16.50 This area is located to the north of Lower Richmond Road, north of the Site.

16.51 The area is characterised by:

- four distinctive residential developments of various eras, with an overall piecemeal nature;
- properties on Watney Road built for workers of the Stag Brewery, which are the earliest housing in the area. A wide street of Edwardian semi-detached houses with roughcast render and gables, which in contrast culminates in a cul-de-sac of inter-war housing;
- Chertsey Court, a London County Council (LCC) housing estate of the 1930s, is characterised by large, green open space at its centre, surrounded by four- and five-storey blocks of flats;
- recently completed properties at Wadham Mews and fronting Williams Lane of sympathetic neo-Georgian aesthetic, also incorporating a pair of original stone gate piers;
- post-war blocks of flats of the 1950s and 60s at the northern end of Williams Lane; and
- properties are generally on substantial plots and contain trees. Many properties look over large expanses of undeveloped land such as Mortlake Cemetery and Watney's Sports Ground playing fields. This gives the area a feeling of being relatively open in comparison with adjacent areas of Mortlake, despite not looking out over the river.

TCA7: Stag (Mortlake) Brewery

16.52 This area, which is wholly located within the Site, is bound by the River Thames and properties on Thames Bank to the north, Lower Richmond Road and Mortlake High Street to the south, and Williams Lane to the west.

16.53 The area is characterised by:

- large modern structures associated with the brewing process. These are utilitarian in appearance and highly visible from the surrounding area;
- the former bottling building was constructed in 1869 and rises to three-storeys. It is locally distinctive for its large southern elevation of London stock brick and "1869 Mortlake Brewery" signage, on Lower Richmond Road. It is of local historic and architectural importance and contributes to the Conservation Area;
- the Maltings building located at the river frontage, which dates from 1902 and is eight- and nine-storeys constructed of London stock brick. It is an important landmark identified as a BTM and contributes to the significance of the Conservation Area;

- the former hotel building dates from the late 19th Century, situated at the junction of Lower Richmond Road and Mortlake High Street, following the curve of the road. The building is relatively plain and a typical Victorian brick structure. It contributes to the significance of the Conservation Area and to framing Mortlake Green;
- the northern boundary of the Site nearest Bulls Alley, which is mostly formed from the surviving river facing elevations of the now demolished old brewery buildings; and
- locally separates Mortlake from the public towpath and Thames frontage.

16.54 The 'Historic Assets in Mortlake' map within the Mortlake Village Planning Guidance, Draft SPD illustrates the locations and extents of historic assets including the local designation BTM. A BTM is defined as a:

"...Building or group of buildings that is not on the statutory list of buildings of special architectural or historic interest but that contributes positively and significantly to the character and appearance of an area."

16.55 BTMs are locally designated townscape features of important local value. There are many such designated buildings within or in the vicinity of the Site, most notably:

- the Maltings building within the Site;
- the bottling building within the Site;
- Ship Inn and other properties on Thames Bank north of the Site; the former hotel building within the Site;
- Jolly Gardeners public house adjacent to the Site along Lower Richmond Road; and
- a number of properties fronting Lower Richmond Road and Mortlake High Street.

16.56 There are no Public Rights of Way (PRoW) within the Site. However, immediately to the north of the Site lies part of the Thames Path National Trail running alongside the River Thames, Thames Bank and the riverside path which borders the northern edge of the eastern part of the Site.

16.57 There are a number of trees within the Site which are protected by individual and group Tree Preservation Orders (TPOs), as shown in **Figure 16.5**. These are concentrated in two localities:

- in the north-west of the Site adjacent to residential properties along Thames Bank and Williams Lane; and
- along the south-western boundary of the Site along Lower Richmond Road.

Stag Brewery, Mortlake, SW14 Planning Brief, SPD (July 2011)

16.58 The Stag Brewery Planning Brief SPD⁶ provides guidelines on future uses, layout and design for the redevelopment of the Site and is informed, in part, by various statements about the character of the Site and its surroundings.

16.59 Characteristics of the Site include:

- *"...a number of large modern structures associated with the brewing process... utilitarian in appearance and highly visible from the surrounding area...;*
- *...exceptions to the large modern structures are three historic buildings which fall within the Mortlake Conservation Area. These are known as the former bottling building, the Maltings*

building and the former hotel building. In addition to these, sections of brick boundary structures survive to the north and south of the site...;

- *...The site includes a private playing field, which is protected as 'Other Open Land of Townscape Importance' but is not designated as 'Public Open Space'". This comprises two football / one cricket pitch and a pavilion, used by a local football club and local schools;*
- the Maltings building, built in c.1902, which comprises an eight and nine storey building constructed on a rectangular footprint in London stock brick, parallel to the towpath and the River Thames. It is an important local landmark (identified as a BTM) and contributes to the significance of the Mortlake Conservation Area.;
- the former bottling building, which fronts the High Street and was constructed in c.1869. It is built of London stock brick and rises to three storeys. A rendered area on the south elevation reads "1869 Mortlake Brewery";

"...The building is of some local historic interest and some limited architectural interest due mainly to its façade and is considered to make a contribution to the significance of the Conservation Area...";

- the boundary wall within the north of the Site, which physically separates the main part of the Site from the public towpath. The northern boundary structure to the east nearest Bulls Alley survives in the form of historic brickwork mostly formed from the surviving river facing elevations of old brewery buildings. The boundary to the High Street to the south is largely historic although there are some additions in modern brick construction. The boundary structures are considered to contribute, in varying degrees to the significance of Mortlake Conservation Area. It is also recognised that they create a barrier to visual and physical permeability of the Site;
- other buildings on the Site are modern buildings such as the offices, brewhouse, process building, power house, gatehouses, sports club and packaging building (refer to **Figure 3.1**), and are not considered to contribute to the significance of the adjacent Conservation Areas;
- the visual relationship of the Site to the surrounding area, including views up and down stream and across the River Thames, together with key views towards and into the Site; and
- traffic issues including congestion.

Local Plan – Proposals Map, London Borough of Richmond upon Thames (2015)

16.60 The Local Plan Proposals Map⁸ illustrates the geographic extents of several local designations within or in the vicinity of the Site.

16.61 OOLTI are areas of townscape which are predominantly open or natural in character and though not extensive enough to be defined as green belt or metropolitan open land, they contribute to local character and / or the street scene and are of value to local people due to presence and openness. OOLTI within or in the vicinity of the Site are:

- the sports ground (within the south-west corner of the Site);
- land at Chalkers Corner;
- land to the rear of Chertsey Court (to the north-east of the Chalkers Corner component of the Site); and

- Mortlake Green (to the south of the Site).

'Pre-Publication' Draft Local Plan (Regulation 18) (December 2021) - London Borough of Richmond upon Thames¹³

16.62 The supporting evidence base of the Urban Design Study (UDS) highlights the below characteristics and opportunities for the Site (within Mortlake Riverside (H1) and Mortlake Residential (H2)) as outlined in section 13 of the Draft Local Plan *'Place-based Strategy for Mortlake & East Sheen'*:

'Overall, the Urban Design Study 2021 sets out that Mortlake Riverside (H1) has a distinctive sense of place and heritage, with an overall high sensitivity to change, but its character risks being undermined by inconsistent building typologies, the dominating presence of the main road i.e. Lower Richmond Road and Mortlake High Street, and its increasing disconnect from the Thames. For this area, the strategy aims to conserve and enhance the area's existing valued features and heritage assets, and to restore Mortlake's historical prominence and relationship with the Thames. Mortlake Residential (H2) has an overall high sensitivity to change, with the existing distinctive character and the coherent townscape, and the strategy is to conserve and enhance the character.'

- *'The vision for Mortlake is to create a new focus to the village by redevelopment of the Stag Brewery site, creating a recreational and living quarter and a link between the village and the riverside'*

Future development of this place is expected to:

- *'Ensure new development along the river contributes to its valued leisure functions as well as positively addressing Mortlake High Street. Enhance local distinctiveness around Mortlake Riverside using its relationship with the river and historic industry.'*
- *'Enhance continuity, connectedness and legibility of the Thames Path route, to improve connectivity with the wider area.'; and*
- *'Consider opportunities to reduce the perceived dominance of vehicles, promoting active travel with space to create café seating areas and improve pedestrian experience in East Sheen Town Centre and at Mortlake Riverside.'*
- *'At Stag Brewery (Site Allocation 34) there is a significant opportunity to create a new quarter for living, with recreational and commercial uses to generate vibrancy, local employment, community and leisure opportunities. The redevelopment will create vibrant links between the River and the town, enlivening the Riverside frontage and Mortlake High Street, to transform Mortlake while respecting the character and history of the area. There is an opportunity to accommodate tall buildings within the sensitivities of the surrounding context, in accordance with Policy 45 Tall and Mid-Rise Building Zones.'*

Description of Townscape Character Areas and Identification of Sensitivity to Change

16.63 The descriptions below summarise the composition and characteristics of each discrete TCA relevant to the assessment. Value and sensitivity to change is then identified for each of the TCAs in accordance with **Table 16.1**. The description of each TCA is informed by relevant designations

and access features (refer to **Figure 16.2**) as well as the relevant Conservation Area Statements, Mortlake Village Planning Guidance Draft SPD and Stag Brewery Planning Brief SPD.

- 16.64 The TCAs are numbered in accordance with the numbering of Character Assessment Areas used within the Mortlake Village Planning Guidance Draft SPD (refer to **Figure 16.3**).

TCA1: Mortlake

- 16.65 **Townscape Sensitivity:** The Site abuts the western boundaries of this TCA. TCA1 lies between the Site and River Thames and extends eastwards towards White Hart Lane. This is a designated townscape of local value (Mortlake Conservation Area and a concentration of Buildings of Townscape Merit (BTM) such as The Ship public house, the Maltings building and Boat Race House) with many distinctive characteristics and features in good condition and intactness. However, it also contains buildings and features of national cultural importance, including Chiswick Bridge (Grade II listed), Parish Church of St Mary (Grade II* listed) and Grade II listed houses at Thames Bank. It is an area under pressure for change through development, particularly at the riverside. Parts of the townscape exhibit strong and distinctive character, such as the historic core around St Mary's Church, although positive aspects of the area's character are detracted by the dominance of traffic and of street clutter. Given that this TCA has many distinctive characteristics and features in good condition and contains nationally listed buildings, the value and sensitivity to change of this TCA has been assessed as **High**.

TCA2: West of White Hart Lane

- 16.66 **Townscape Sensitivity:** This TCA is located approximately 200 m to the east of the Site. This is an undesignated townscape of relatively widespread features, comprising predominantly late 19th and early 20th Century residential development of impressive character, distinguished by tree-lined residential streets and areas of distinctive Edwardian and Victorian architecture. Although encircled by busy transport infrastructure, the grain and settlement pattern has remained largely intact and protected. The area is capable of tolerating moderate levels of change. Given that this has relatively widespread and common features and characteristics, capable of tolerating moderate levels of change, the value and sensitivity to change has been assessed as **Medium**.

TCA3: Mortlake High Street (part)

- 16.67 **Townscape Sensitivity:** This TCA is located adjacent to the south-eastern boundary of the Site, south of Mortlake High Street. This is an undesignated townscape of limited value and relatively low-quality due to the large-scale post war residential buildings and other modern infill. Despite proximity to Conservation Areas, there are few distinctive characteristics, features or elements, the area lacks consistency and much of the townscape is in poor condition due to the influence of the high street uses. The large post war blocks of flats and the Royal Mail depot detract from significant aspects of the adjacent Mortlake Conservation Area. It is capable of tolerating substantial change, especially in the form of improvement or enhancement. Given that this is an undesignated townscape of limited value and low quality, the value and sensitivity to change has been assessed as **Low**.

TCA4: Mortlake Green

16.68 **Townscape Sensitivity:** This TCA is located adjacent to the south boundary of the Site. This is a designated townscape of local value (Mortlake Green Conservation Area, OOLTI) with many distinctive characteristics and features in good condition with a high level of intactness. The Green itself is a crucial and substantial component of the area's character and value, and provides a focal point. The areas also include some Buildings of Townscape Merit (BTM) such as Mortlake Green Railway Station, 11-27 Sheen Lane east of the Green and other architecturally distinctive cottages and terraced properties west of the Green. However, the area is bordered to the north and south by busy transport infrastructure which is a detractor. The area is capable of tolerating moderate levels of change. Given that this TCA is locally designated, in good condition and capable of tolerating moderate levels of change, the value and sensitivity to change has been assessed as **Medium**.

TCA5: Kingsway and Surrounds

16.69 **Townscape Sensitivity:** This TCA is primarily located to the south-west of the Site, although it is partly located within the area of the Site comprising the proposed Section 278 highway works. This is an undesignated townscape with relatively widespread characteristics and features in reasonable condition, capable of tolerating moderate levels of change without affecting key characteristics. The area has a broad variety of architectural styles which, although there are many attractively detailed Edwardian properties with planted front gardens along leafy streets, lack local or national designation. Despite being largely surrounded by busy transport infrastructure, the area retains a good degree of intactness. Although undesignated, this TCA is in reasonable condition and capable of tolerating moderate levels of change, as such the value and sensitivity to change has been assessed as **Medium**.

TCA6: Watney Road and Surrounds

16.70 **Townscape Sensitivity:** This TCA is located north of Lower Richmond Road, to the north of the Site. This is a townscape with some distinctive characteristics and locally recognised features in reasonable condition. It is an area historically subjected to piecemeal development and so consequently the area has a broad variety of architectural styles. The area contains land designated as OOLTI at Chalkers Corner and within the grounds of Chertsey Court.

16.71 The area is partially bordered by busy transport infrastructure but many houses or flats enjoy a relatively open feeling due to proximity to undeveloped expanses such as Mortlake Cemetery or Watney's Sports Ground playing fields. It is deemed capable of tolerating substantial levels of improvement or enhancement. Given that this TCA is locally designated and in reasonable condition, the value and the sensitivity to change has been assessed as **Medium**, although it is noted that this TCA is capable of tolerating substantial levels of improvement and enhancement.

TCA7: Stag Brewery

16.72 **Townscape Sensitivity:** This TCA is wholly located within the Site. This is a locally recognised townscape with some distinctive characteristics and features in reasonable condition, however the character of the Stag Brewery Site detracts from the quality of the surrounding locality due to the low quality built form and is not in keeping with the surrounding townscape character especially

when set against more distinctive buildings and riverside features. Alongside the utilitarian large scale built form, it includes BTMs – namely the former bottling building, the Maltings and the former hotel and the sports ground which is designated as OOLTI. It is outside of, but immediately adjacent to land within Conservation Area designation and is considered to contribute to the significance of these adjacent Conservation Areas. Although the demarcation of the TCA boundary does not reach the riverside (where TCA1 intervenes) the scale of the Site and the existing buildings therein have an important and locally distinctive influence on the river frontage. The area is capable of tolerating moderate levels of change without affecting key characteristics. Given that this TCA contains locally designated features in reasonable condition and capable of tolerating moderate levels of change, the value and the sensitivity to change has been assessed as **Medium**.

Visual Amenity

Visual Characteristics

Key / Protected Views

16.73 LBRuT's 'Local Development Framework Development Management Plan,' adopted November 2011¹⁴ has now been superseded by the July 2018 Local Plan and contains Policy LP 5 Views and Vistas. Views, in accordance with Policy LP 5, are illustrated on the LBRuT's Proposals Map⁷. Consequently, these locations are covered within the selection of representative views as detailed within **Table 16.5** (specifically viewpoint locations 3 and 7, and, to a lesser extent, locations 2 and 4).

Visual Analysis

Viewpoints

16.74 As indicated earlier in this Chapter, the visual assessment is based upon several representative views taken from the surrounding environs of the Site. The analysis helps to identify where visibility may exist and thus provides a focus for field work. The following descriptions describe the composition of views and receptors referring to the viewpoint locations illustrated on **Figure 16.4**. Images of these baseline views are also included in **Figure 16.6** to **Figure 16.18** inclusive.

Representative Views

16.75 **Table 16.5** examines the visibility of the Site with reference to 12 representative views towards the Site from the surrounding areas (refer to **Figure 16.4**). **Table 16.5** then identifies the visual receptors and their sensitivity to change for each viewpoint.

Table 16.5: Description of Representative Views and Identification of Receptors and Sensitivity to Change

Viewpoint	Approximate distance and direction from Site	Visual Receptor	Value and Sensitivity to Change	Description of View	Rationale
1: View from Lower Richmond Road (A3003), looking east to north west towards the Site.	Southern boundary of the Site.	Residents fronting Richmond Road.	Medium.	Clear view into the Site at proximity. The Stag Brewery Compound can loosely be divided into two areas, the western extent comprises of Watney Sports Ground with the remaining areas, to the east being a mixture of office blocks and operational premises for the brewery. Wide view of Stag Brewery component of the Site's southern boundary along Lower Richmond Road (A3003).	View towards OOLTI. Includes setting of Jolly Gardeners public house BTM, brewery chimney stack and view from edge of Conservation Area.
		Users of Richmond Road.	Low.		
2: View from Thames Bank and Thames Path National Trail, looking south-east towards the Site.	55 m north of the Site.	Residents of Thames Bank.	High.	Northern parts of the Site are visible from this location, as well as upper parts of the large modern buildings internal to the Site. The Maltings building on the Thames frontage is a particular feature and forms a key element of the view's foreground alongside adjacent listed property.	Thames Path National Trail. Includes setting of Grade II listed properties and Conservation Area.
		Road users on Thames Bank.	Medium.		
		Recreational users of the Thames Path National Trail.	High.		
3: View from southern end of Chiswick Bridge, looking south-east towards the Site.	150 m north-west of the Site.	Pedestrians and road users on Chiswick Bridge (south).	Medium.	Upper parts of the tallest buildings internal to the Site are visible from this location, but obscured by mature trees and intervening built form which dominate the view. A marginally higher degree of the Site is	Grade II listed bridge. Also, a locally designated Landmark and View per Development Management Plan Policy DM HD 7.

Viewpoint	Approximate distance and direction from Site	Visual Receptor	Value and Sensitivity to Change	Description of View	Rationale
				exposed in winter most predominantly being the chimney stack and upper portions of the brewery.	
4: View from the northern end of Chiswick Bridge, looking south-east towards the Site.	200 m north of the Site.	Pedestrians and road users on Chiswick Bridge (north).	Medium.	Clear and unobstructed view towards the Site from an elevated vantage point. Northern parts of the Site, including the Maltings building, are clearly visible. The Site is viewed in its riverside context and set against adjacent built form, including the upper portions of the brewery building, a detracting feature in the distance.	Grade II listed bridge, a local landmark. Open and elevated view.
5: View from Thames Path National Trail adjacent to Dan Mason Drive, looking south towards the Site.	155 m north of the Site.	Recreational users of the National Trail. Road users on Dan Mason Drive.	High. Low.	Clear view towards the northern boundary of the Site, the Maltings building is a particular feature. Much of the northern boundary of the Site is screened by mature vegetation. The Site is viewed in its riverside context and set against adjacent built form, including the upper portions of the brewery building, a detracting feature in the distance.	Thames Path National Trail. Unobstructed view across the river.
6: View from Thames Path National Trail adjacent to Dan Mason	160 m north east Stag Brewery component of the Site.	Recreational users of the National Trail.	High.	Clear view towards the Site, the northeastern boundary wall is a particular feature. The Site is viewed in its riverside	Thames Path National Trail. Unobstructed view across the river.

Viewpoint	Approximate distance and direction from Site	Visual Receptor	Value and Sensitivity to Change	Description of View	Rationale
Drive and access to Duke Meadows Golf Club, looking south towards the Site.		Road users on Dan Mason Drive.	Low.	context and set against adjacent built form, with the Stag Brewery chimney and upper portions of the brewery seen as detracting features in the distant view.	
7: View from Thames Path National Trail adjacent to external seating area of The White Hart public house.	590 m east of the Site.	Recreational users of the National Trail.	High.	Clear and unobstructed view up the river towards northern parts of the Site. The Maltings building is a distant landmark and a focal point at the bend in the river.	Unobstructed view upriver. Thames Path National Trail. Locally promoted seating area. View covered under Development Management Plan Policy DM HD 7.
		Customers of The White Hart public house.	Medium.		
8: View along Mortlake High Street (A3003), looking west towards the Site.	180 m east of the Site.	Residents fronting Mortlake High Street.	Medium.	Enclosed view down Mortlake High Street towards the south-eastern boundary of the Site and the former Bottling building. Upper parts of larger buildings internal to the Site are partially visible. The Site forms part of the backdrop to the busy urban scene. Street clutter and residential buildings in the foreground diminishes the prominence of tall structures on the Site, however the undistinctive built form does not add high value to this view.	Includes setting of Grade II* listed church, a locally designated Landmark. The Site is part of the backdrop to the High Street scene.
		Users and workers of local shops and businesses	Low.		
		Road users on Mortlake High Street (A3003).	Low.		
9: View from Sheen Lane (B351)	135 m south of the Site.	Residents fronting Sheen Lane.	Medium.	Enclosed view down Sheen Lane towards the southern boundary	Includes view towards former hotel building. The Site forms

Viewpoint	Approximate distance and direction from Site	Visual Receptor	Value and Sensitivity to Change	Description of View	Rationale
adjacent to entrance to Mortlake Green, looking north towards the Site.		Users and workers of local shops and businesses	Low.	of the Site. The former hotel building is a particular focus. Upper parts of larger buildings internal to the Site are partially visible which makes a negative contribution to the value of the view. The Site is within the context of a busy urban street and at the edge of Mortlake Green.	a backdrop to the busy urban scene.
		Road users on Sheen Lane.	Low.		
10: View from Mortlake Green, looking north towards the Site.	65 m south of the Site.	Recreational users of Mortlake Green.	Medium.	View towards the southern boundary of the Site, heavily screened by mature vegetation at the edge of Mortlake Green. The former hotel building is a particular focus as well as the tall stack and upper parts of larger buildings internal to the Site. The Site forms a substantial proportion of the background of the view, albeit obscured by intervening vegetation.	Close range view of the Site with Mortlake Green to the foreground and the former hotel and Maltings making up the backdrop of the view. Stag Brewery dominates the urban character of the view.
11: View from road bridge over railway, South Circular Road, looking north-east towards the Site.	200 m south of the Site.	Road users.	Low.	Distant view towards upper parts of larger buildings on the Site, viewed across the roofs of the largely residential intervening townscape.	Isolated area of elevation. Site within context of dense residential development to the south.
12: View from Lower Richmond Road adjacent	20 m south-east of the Site.	Road users.	Low.	Clear view into the Site at proximity, towards boundary walls and upper parts of larger	Close range view which includes the setting of the Jolly

Viewpoint	Approximate distance and direction from Site	Visual Receptor	Value and Sensitivity to Change	Description of View	Rationale
to the Jolly Gardeners public house, looking north-west towards Site.				structures within the Site. Wide view of southern boundary of the Site along Lower Richmond Road (A3003).	Gardeners public house BTM with the Site as the backdrop. Stag Brewery dominates the view from is this location and forms a detracting feature in the townscape.

Summary of Visual Amenity

- 16.76 The locality of the Site is low lying with limited occurrences of elevated ground. Overall, the area is densely developed, and views tend to be of a short-range nature, being typical of a high-density townscape. In contrast, the River Thames provides a corridor of comparatively medium range views. There are also some higher-level views from elevated transport corridors (e.g., Chiswick Bridge and the road bridge over the railway on South Circular Road) as well as potential private views from upper storey windows of a few tall buildings.
- 16.77 The Site does not feature within any of the London Strategic Viewing Corridors. However, the Site forms part of the backdrop of views covered under Policy LP 5 Views and Vistas of the Local Plan¹², refer to viewpoints 2, 3 and 7 on **Figures 16.8, 16.9 and 16.13**.
- 16.78 Though not recognised specifically within policy or designation, the Site forms the backdrop to the finishing line of the annual Oxford and Cambridge University Boat Race. As such, the Site has a key cultural interest of local, and national relevance within the townscape and visual amenity context and creates an opportunity to enhance the areas contribution to this 'landmark setting'.

Likely Significant Effects

The Works

- 16.79 Local effects would arise because of the Works. During the demolition of existing buildings and structures there would be noise and dust with plant moving around the Site, several vehicular movements to and from the area and the conspicuous removal of buildings and structures. After demolition of existing buildings and structures, ground preparation and construction activities would expose soils and then generate visual change as the buildings are constructed. Various vehicular movements would occur in the locality with deliveries and crane construction activities. The character of surrounding streetscape would change once buildings and walls are demolished and new buildings and structures erected. The emergence of new buildings, scaffolding and plant would not be entirely incongruous to the localised industrialised context of the Site. Site hoardings would initially curtail changes to street level views for pedestrians. However, as the construction

works progress and buildings are constructed, the skyline and general visual amenity of the area would change.

- 16.80 Within and immediately adjacent to the Site, the Works would be highly prominent and extensive. Conversely, parts of the townscape not adjoining the Site would have minimal experience of the Works due to the relative distances and the discrete, contained nature of the existing urban grain.
- 16.81 The likely effects on townscape character during the Works are detailed within **Table 16.6**. Refer also to **Figure 16.3: Townscape Character Areas**.

Table 16.6: Likely Effects on Townscape Character During the Works.

Townscape Character Area	Description of Effect	Magnitude of Change	Significance of Effect
TCA1 Mortlake High sensitivity	<p>Activities associated with the Works would occur outside of this TCA except for the former Maltings building, a section of the riverside pedestrian path, Bull's Alley, and part of Mortlake High Street (A3003).</p> <p>Construction traffic using the existing road network, and increased activity levels would indirectly affect this TCA. Extensive demolition and construction activities on-Site would be anomalous to the otherwise residential and suburban centre setting. Road traffic is a pre-existing dominant feature of the area, and the addition of construction traffic would not be out of place.</p> <p>The Works would not lead to the clearance of any positive character features or compromise the overall integrity of the TCA.</p>	Moderate.	Temporary, short to medium term, local, adverse effect of major significance.
TCA2 West of White Hart Lane Medium sensitivity	<p>Changes resulting from the Works On-Site would occur entirely outside of this area and would not be discernible due to the relative distances and the discrete, contained nature of this TCA.</p>	Negligible.	Negligible.
TCA3 Mortlake High Street (part) Low sensitivity	<p>Activities associated with the Works would occur almost entirely outside of this TCA, except for the northernmost part of Vineyard Path where it meets Mortlake High Street (A3003), and part of the northernmost extent of Sheen Lane. The Works would therefore be limited to highways improvement works.</p> <p>Construction traffic using the existing road network, and increased activity levels would indirectly affect this TCA. Extensive demolition and construction activities on Site would be anomalous to this area's otherwise residential / business character. Road traffic is a pre-existing dominant feature adjacent to this area and the addition of construction traffic would not be out of place.</p> <p>The Works would not lead to the clearance of any positive character features or compromise the overall integrity of the TCA.</p>	Minor	Temporary, short to medium term, local, minor adverse effect .

Townscape Character Area	Description of Effect	Magnitude of Change	Significance of Effect
<p>TCA4 Mortlake Green</p> <p>Medium sensitivity</p>	<p>Construction traffic using the existing road network, and increased activity levels would directly affect this TCA. Extensive demolition and construction activities on Site, including the removal of boundary features which abut the northern edge of this TCA, would be anomalous to an area characterised by residences, small businesses and the trees and green space of Mortlake Green. However, the mature vegetation within and bounding Mortlake Green would help to contain and limit such effects locally.</p> <p>A combination of works within the Site and highways improvements on Lower Richmond Road (A3003) and Sheen Lane would cause the Development to have a prominent and widespread detrimental effect on key characteristics of this TCA, chiefly through visual intrusion and traffic and the disruption to the relative calm of local green space. However, road traffic is a pre-existing dominant feature of the area, and the addition of construction traffic would not be entirely out of place.</p>	<p>Moderate</p>	<p>Temporary, short to medium term, local, adverse effect of moderate significance.</p>
<p>TCA5 Kingsway and surrounds</p> <p>Medium sensitivity</p>	<p>Works associated with the Stag Brewery part of the Site would occur outside this TCA, although the S278 highways improvement works on Lower Richmond Road (A3003) within the Site would be prominent but localised. There would be increased noise and activity levels from construction traffic on the local road network, however road traffic is a pre-existing dominant feature of the area, and the addition of construction traffic would not be entirely out of place.</p>	<p>Moderate</p>	<p>Temporary, short to medium term, local, adverse effect of moderate significance.</p>
<p>TCA6: Watney Road and surrounds</p> <p>Medium sensitivity</p>	<p>Works associated with the Stag Brewery part of the Site would occur outside this TCA, although the S278 highways improvement works on Lower Richmond Road (A3003) within the Site would be prominent but localised. There would be increased activity levels from construction traffic on the local road network, however road traffic is a pre-existing dominant feature of the area, and the addition of construction traffic would not be entirely out of place. The feeling of relative openness imparted by proximity to Mortlake Cemetery would provide an element of separation from the Works and therefore diminishing the effects on this townscape.</p>	<p>Moderate</p>	<p>Temporary, short to medium term, local, adverse effect of moderate significance.</p>
<p>TCA7 Stag Brewery</p> <p>Medium sensitivity</p>	<p>This character area includes the majority of the Site. Therefore, excluding the area of the Site with the proposed S278 highways works, activities associated with the Works would be highly prominent and extensive. Whilst demolition and construction activities would be incongruous to the industrial character, the emergence of large-scale buildings, scaffolding and plant would not be entirely incongruous.</p> <p>The Works would not lead to the clearance of any positive character features associated with the Site. Despite the retention of key buildings (e.g., the Maltings) and certain boundaries walls, the overall character of the TCA would be materially and irreversibly changed by the removal of the</p>	<p>Major</p>	<p>Temporary, short to medium term, local, adverse effect of major significance.</p>

Townscape Character Area	Description of Effect	Magnitude of Change	Significance of Effect
	industrial context and aesthetic of the former brewery and emergence of a new mixed-use contemporary Development.		

16.82 The likely effects on views and visual amenity during the Works are detailed within **Table 16.7**. Refer also to **Figures 16.6-16.18: Viewpoint photographs 1-12**.

Table 16.7: Likely Effects on Views and Visual Amenity During the Works.

Viewpoint No. and Visual Receptor	Description of Likely Effect	Magnitude of Change	Significance of Effect
1: Residents fronting Richmond Road. Medium sensitivity.	The location of this view is close to the southern boundary of the Site where an existing Site access and Watney's Sports Ground playing fields provide a good degree of visibility into southern and western parts of the Site. Throughout the Works, views towards the Site would be largely screened by Site hoarding which would prevent views towards low level construction elements (i.e., plant, groundworks, roads, materials storage). However, the demolition of tall and large-scale structures and the subsequent construction of the Development would be prominent due to the proximity of visual receptors and the structures' position against the skyline. Containment of the sports ground by site hoarding would restrict and foreshorten previously open views and remove visibility over a key area of local green space.	Major.	Temporary, short to medium term, local, adverse effect of major significance.
1: Road users on Richmond Road. Low sensitivity.	Construction traffic using the existing road network, and increased activity levels would directly affect visual receptors at this location, although vehicular traffic is a pre-existing feature of Lower Richmond Road (A3003). Road users would experience the Development temporarily in transit.	Major.	Temporary, short to medium term, local, adverse effect of moderate significance.
2: Residents of Thames Bank. High sensitivity.	The location of this view is from Thames Bank / Thames Path National Trail close to the northern boundary of the Site and the frontages of residential properties on Thames Bank. The Site is largely screened by intervening properties on Thames Bank, the northern façade of The Maltings building and vegetation fronting the River Thames. As such, views of the Works would be limited to cranes and larger scale structures in north-eastern parts of the Site and occasional glimpsed views between buildings on Thames Bank. The Works on the Site would form a small part of much wider and open views across the river.	Moderate.	Temporary, short to medium term, local, adverse effect of major significance.
2: Road users on Thames Bank. Medium sensitivity.	Several residents of Thames Bank would experience partial views of the Works from east- or south-facing upper storey windows, although trees within the rear gardens of these	Moderate.	Temporary, short to medium term, local, adverse effect of moderate significance.

Viewpoint No. and Visual Receptor	Description of Likely Effect	Magnitude of Change	Significance of Effect
2: Recreational users of the Thames Path National Trail. High sensitivity.	properties and trees retained within northern parts of the Site would filter such views.	Moderate.	Temporary, short to medium term, local, adverse effect of major significance.
3: Pedestrians and road users on Chiswick Bridge (south). Medium sensitivity.	The location of this view is from the southern end of Chiswick Bridge and is an elevated view towards the northern parts of the Site. Receptors with views of the Works would experience tall vertical elements such as cranes and partially constructed buildings. The Site would protrude above residential properties in the foreground of this view and become noticeable because of the height of the Development.	Moderate.	Temporary, short to medium term, local, adverse effect of moderate significance.
4: Pedestrians and road users on Chiswick Bridge (north). Medium sensitivity.	The location of this view is from the northern end of Chiswick Bridge and is an elevated view towards the northern parts of the Site. Demolition of buildings and structures immediately south of Thames Bank, and construction of buildings within western parts of the Site, would be conspicuous by their height and mass against the skyline. Demolition works within eastern parts of the Site would be not especially prominent due to the relative distance and breadth of the view and the screening effects of the retained Maltings building and vegetation alongside the Site's northern boundary. The construction of new buildings in eastern parts of the Site would however be prominent against the skyline, albeit localised in the wide view.	Moderate.	Temporary, short to medium term, local, adverse effect of moderate significance.
5: Recreational users of the National Trail. High sensitivity.	The location of this view is from the riverside footpath (Thames Path National Trail) parallel to Dan Mason Drive on the northern bank of the River Thames. Partial removal of the substantial boundary wall at the north-eastern boundary and demolition of the large-scale industrial building immediately beyond within the Site would be conspicuous, especially in winter. Retention of The Maltings building would assist in the continuity of the baseline view and would continue to locally screen views further into the Site. Demolition of buildings and structures immediately south of Thames Bank, within western parts of the Site, would be a notable change due to their prominence against the skyline in the baseline view.	Moderate.	Temporary, short to medium term, local, adverse effect of major significance.

Viewpoint No. and Visual Receptor	Description of Likely Effect	Magnitude of Change	Significance of Effect
5: Road users on Dan Mason Drive. Low sensitivity.	For road users on Dan Mason Drive, views towards the Works would be in transit and perpendicular to the direction of travel.	Moderate.	Temporary, short to medium term, local, minor adverse effect.
6: Recreational users of the National Trail. High sensitivity.	The location of this view is from the riverside footpath (Thames Path National Trail) parallel to Dan Mason Drive on the northern bank of the River Thames. Partial removal of the substantial boundary wall at the north-eastern boundary and demolition of the large-scale industrial building immediately beyond within the Site would be conspicuous, especially in winter. Retention of The Maltings building would assist in the continuity of the baseline view and would continue to locally screen views further into the Site. Demolition of buildings and structures immediately south of Thames Bank, within western parts of the Site, would be a notable change due to their prominence against the skyline in the baseline view.	Moderate.	Temporary, short to medium term, local, adverse effect of major significance.
6: Road users on Dan Mason Drive. Low sensitivity.	For road users on Dan Mason Drive, views towards the Works would be in transit and perpendicular to the direction of travel.	Moderate.	Temporary, short to medium term, local, minor adverse effect.
7: Recreational users of the National Trail High sensitivity.	The location of this view is from the riverside footpath (National Trail and Long-Distance Walking Route) to the east of the Site. The Works would be evident in a localised part of the view as a distant focal point at the bend in the river, although the prominence would be diminished by the relative scale within the much wider view.	Minor.	Temporary, short to medium term, local, adverse effect of moderate significance.
7: Customers of The White Hart public house. Medium sensitivity.		Minor.	Temporary, short to medium term, local, minor adverse effect.
8: Residents fronting Mortlake High Street. Medium sensitivity.	The location of this view is from Mortlake High Street close to the frontages of residences and businesses. The removal of existing walls at the Site's southern boundary fronting Mortlake High Street and the demolition of large-scale buildings would be evident in the view, but visibility of the Site would remain limited by intervening	Minor.	Temporary, short- to medium term, local, minor adverse effect.

Viewpoint No. and Visual Receptor	Description of Likely Effect	Magnitude of Change	Significance of Effect
8: Users and workers of local shops and businesses. Low sensitivity.	<p>street clutter, visual detraction from road traffic and the comparative prominence of foreground-built form.</p> <p>For residents inside properties fronting Mortlake High Street, views would only be achievable from west-facing windows, of which there are a limited number, or from north-facing windows in close proximity to the Site such as Rann House. The proliferation of mature street trees in the vicinity of Rann House and Craven House would limit views down the street towards the Site and filter views outwards from these properties.</p>	Minor.	Temporary, short- to medium term, local, minor adverse effect..
8: Road users on Mortlake High Street (A3003). Low sensitivity.	<p>For road users on Mortlake High Street, views towards the Works would be in transit and only available to those travelling in a westbound direction.</p>	Minor.	Temporary, short- to medium term, local, minor adverse effect..
9: Residents fronting Sheen Lane. Medium sensitivity.	<p>The location of this view is from Sheen Lane close to the frontages of residents and businesses.</p> <p>Visibility of the Works would be limited to the removal of buildings and structures on the Site and views towards upper parts of partially constructed new buildings and cranes. The intervening trees and other vegetation associated with Mortlake Green would substantially screen views, including during winter. Highway improvement works at the mini roundabout junction of Sheen Lane and Mortlake High Street / Lower Richmond Road (A3003) would be notable but very temporary.</p>	Minor.	Temporary, short- to medium term, local, minor adverse effect.
9: Users and workers of local shops and businesses. Low sensitivity.	<p>Views from properties fronting Sheen Lane would be extremely limited as the direction towards the Site is perpendicular to the general aspect of their windows.</p>	Minor.	Temporary, short- to medium - term, local, minor adverse effect.
9: Road users on Sheen Lane. Low sensitivity.	<p>For road users on Sheen Lane, views towards the Works would be in transit and only available to those travelling in a northbound direction.</p>	Minor.	Temporary, short- to medium term, local, minor adverse effect.
10: Recreational users of Mortlake Green. Medium sensitivity.	<p>The location of this view is from Mortlake Green close to the southern boundary of the Site.</p> <p>Site hoarding and vegetation at the northern edge of Mortlake Green would prevent views towards low level construction elements (i.e., plant, groundworks, roads, materials storage). However, the demolition of tall and large-scale structures and the subsequent construction of the Development would be prominent due to the proximity of visual receptors and position of the structures against the skyline. However, such prominence would be reduced during summer due to the existing intervening mature deciduous trees. Removal of the tall stack would be</p>	Major.	Temporary, short- to medium term, local, adverse effect of major significance.

Viewpoint No. and Visual Receptor	Description of Likely Effect	Magnitude of Change	Significance of Effect
	<p>particularly conspicuous given its extreme prominence in the view.</p> <p>Construction traffic using the existing road network, and increased activity levels would directly affect visual receptors at this location to a small extent because vehicular traffic is a pre-existing feature of Lower Richmond Road (A3003).</p>		
<p>11. Road users on road bridge over railway, South Circular Road.</p> <p>Low sensitivity.</p>	<p>The location of this view is from the bridge on South Circular Road over the railway, to the south of the Site.</p> <p>Visibility of the Works would be limited to the removal of buildings and structures on the Site and views towards upper parts of partially constructed new buildings and cranes. The intervening trees and rooftops would substantially screen views, including during winter.</p> <p>For road users on South Circular Road, views towards the Site would be in transit and oblique to the direction of travelling.</p>	Minor.	Temporary, short- to medium - term, local, minor adverse effect.
<p>12. Road users on Lower Richmond Road adjacent to the Jolly Gardeners public house.</p> <p>Low sensitivity.</p>	<p>The location of this view is from Lower Richmond Road in the vicinity of the Jolly Gardeners public house BTM with visibility of the southern boundary of the Site and structures internal to the Site.</p> <p>Demolition of tall buildings and large structures and the subsequent construction of the Development would be highly conspicuous from this location due to the viewing distance and the relative scale of existing and proposed structures on the Site. Site hoarding would prevent views towards low level construction elements (i.e., plant, groundworks, roads, materials storage).</p> <p>Construction traffic using the existing road network, and increased activity levels would directly affect visual receptors at this location, although vehicular traffic is a pre-existing feature of Lower Richmond Road (A3003). Road users would experience the Works temporarily in transit.</p>	Major.	Temporary, short- to medium term, local, adverse effect of moderate significance.

Completed Development

16.83 The likely effects of the completed Development upon townscape character are detailed within **Table 16.8**. Refer also to **Figure 16.3: Townscape Character Areas**.

Table 16.8: Likely Effects of the Completed Development on Townscape Character.

Townscape Character Area	Description of Effect	Magnitude of Change	Significance of Effect
TCA1: Mortlake.	Much of the completed Development would be located outside of this TCA except for the former Maltings building, a section of the riverside footpath and highways improvement works on Mortlake High Street (A3003).	Minor.	Long-term, local, beneficial effect of

Townscape Character Area	Description of Effect	Magnitude of Change	Significance of Effect
High sensitivity.	<p>Following the removal of the imposing brick-built southern boundary wall alongside Mortlake High Street and the creation of new public realm avenues punctuating the Development between the blocks, such as the new high street linking east to west across the Site, the visual permeability of the TCA would increase, including the creation of views towards the river from Mortlake High Street. Newly created punctuation into the Site directly from parts of the TCA (e.g., Mortlake High Street and the riverside footpath) would activate parts of the Site's northern and southern frontages / boundaries, and so would enhance and enliven the streetscape and riverside at localised points. Tree planting within the Site and along Mortlake High Street would soften localised parts of the TCA.</p> <p>Key elements of historical and architectural importance would be retained, including those which contribute to the significance of adjacent Conservation Areas, such as The Maltings building and much of the northern boundary wall within the Site.</p> <p>Completion of the Development would not lead to the clearance of any positive character features or compromise the overall integrity of the TCA.</p>		moderate significance.
<p>TCA2: West of White Hart Lane.</p> <p>Medium sensitivity.</p>	<p>Changes resulting from the completed Development would occur entirely outside of this TCA and would not be discernible largely due to the relative distances and the discrete, contained nature of this TCA.</p>	Negligible.	Negligible.
<p>TCA3: Mortlake High Street (part).</p> <p>Low sensitivity.</p>	<p>The completed Development would be located almost entirely outside of this TCA except for the northernmost part of Vineyard Path where it meets Mortlake High Street (A3003), and part of the northernmost extent of Sheen Lane. Development within the TCA would therefore be limited to highways improvement works.</p> <p>The area can tolerate substantial change and the highways works at Vineyard Path and Sheen Lane, and indirectly works to Mortlake High Street including tree planting, would constitute improvements to this TCA.</p>	Minor.	Long-term, local, beneficial minor effect.
<p>TCA4: Mortlake Green.</p> <p>Medium sensitivity.</p>	<p>The completed Development would be located almost entirely outside of this TCA except for highway works on Lower Richmond Road and the loss of boundary walls at the southern boundary of the Site where TCA4 abuts TCA7 to the north.</p> <p>A new public community park would be located to the south of the proposed school within the Site, to the north of Lower Richmond Road. New tree planting along the northern side of Lower Richmond Road would also soften the edge of the Site as perceived from TCA4. Mortlake Green (OOLTI) would be protected and retained.</p>	Minor.	Long-term, local, minor beneficial effect.

Townscape Character Area	Description of Effect	Magnitude of Change	Significance of Effect
	<p>The Development would create a new open space link which would improve access to the riverside from Mortlake Green, as well as providing a visual link. Informal and formal open recreation space, including for children's play, would also be provided.</p> <p>Completion of the Development would not lead to the clearance of or impact upon any positive character features or compromise the overall integrity of the TCA.</p>		
<p>TCA5: Kingsway and surrounds. Medium sensitivity.</p>	<p>The completed Development would be located almost entirely outside of this TCA except for the highways improvement works on Lower Richmond Road (A3003) and at the southern part of the Site.</p> <p>The completed Development within this TCA would comprise an altered junction layout and a minor increase in street tree planting.</p> <p>Completion of the Development would not lead to the clearance of any positive character features or compromise the overall integrity of the TCA.</p>	<p>Negligible.</p>	<p>Negligible.</p>
<p>TCA6: Watney Road and surrounds. Medium sensitivity.</p>	<p>The completed Development would be located almost entirely outside of this TCA except for the S278 highways improvement works on Lower Richmond Road (A3003) within the Site.</p> <p>At Chalkers Corner one tree would be removed to facilitate the new road and junction layout, and two new trees would be planted. In the long-term the degree of canopy cover would increase, with comparison to the baseline and so the character of residential areas separated from busy roads by well-treed narrow buffers would persist.</p>	<p>Negligible.</p>	<p>Negligible.</p>
<p>TCA7: Stag Brewery. Medium sensitivity.</p>	<p>This character area includes most of the Site including all the new buildings.</p> <p>Large utilitarian structures associated with the brewing process would be replaced with modern structures of similar mass and height, and so fit well with the existing pattern of the townscape. The building typologies reference building typologies common to other riverside locations in the wider area and have been chosen for their appropriateness to the uses and scale of the buildings indicated by the Planning Brief. Within the detailed element of the Site, most building typologies would be either 'Warehouse' or 'Mansion block' with the cinema building having its own typology and character.</p> <p>Key buildings and structures of historical and architectural importance would be retained, including those which contribute to the significance of adjacent Conservation Areas, such as the former hotel building and former Bottling building. The warehouse typology buildings, mostly located along the southern part of the Site adjacent to Mortlake High Street, draw on the historical former industrial buildings on the Site.</p>	<p>Major.</p>	<p>Long-term, local, beneficial effect of major significance.</p>

Townscape Character Area	Description of Effect	Magnitude of Change	Significance of Effect
	<p>The sports ground (OOLTI) would be reduced in area to facilitate the new school building and residential blocks adjacent to Williams Lane. However, a substantial portion of the open space would be proposed within the Site for public access. Although the sense of openness would be reduced as perceived from Williams Lane and the west, the removal of the club house building and an increase in open space along the Lower Richmond Road frontage would increase the sense of openness from Lower Richmond Road and the south.</p> <p>Completion of the Development would not lead to the clearance of or impact upon any positive character features or compromise the overall integrity of the TCA. However, the opening-up of much of the Site and introduction of new areas of public realm (including the new green link, High Street, riverside walk, and public squares adjacent to the Maltings and the former Bottling Building) would change the character from being closed, inaccessible, industrial, and private to one of mixed-use, vibrancy and partial public access with views opened-up through the Development. In this way, the townscape character would be enhanced and key elements conserved.</p>		

16.84 The likely effects of the completed Development on views and visual amenity are detailed within **Table 16.9**. Refer also to **Figures 16.6-16.18: Viewpoint photographs 1-12**.

Table 16.9: Likely Effects of the Completed Development on Views and Visual Amenity.

Viewpoint No. and Visual Receptor	Description of Effect	Magnitude of Change	Significance of Effect
1: Residents fronting Richmond Road. Medium sensitivity.	The proposed school is located to the south-western edge of the Development at the foreground of the view, with an area of open space primarily comprising amenity grass and trees, which would lie adjacent to Lower Richmond Road. For many residents and road users in the locality this would provide an extent of soft edge to the Development. Existing retained mature trees on the southern boundary of the Site would provide a degree of filtering of views.	Major.	Long-term, local, beneficial minor effect.
1: Road users on Richmond Road. Low sensitivity.	Detracting elements of utilitarian aesthetic, such as large industrial buildings, would be replaced by new built form of aesthetic and materials sympathetic to the best historical aspects of the Site, so providing a perception of visual unity within the view by noticing elements of local distinctiveness. To the western edge of the Site the large three storied school building would be located at the southern boundary of the Site (currently Watney Sports Ground). The scale and composition of the view would change with the enclosing of the views due to the introduction of built	Major.	Long-term, local, beneficial of minor effect.

Viewpoint No. and Visual Receptor	Description of Effect	Magnitude of Change	Significance of Effect
	<p>form on Watney Sports Ground. Given the viewing distance, changes would be prominent and widespread.</p> <p>The Jolly Gardeners public house BTM would be less noticeable where its skyline prominence would be replaced by a backdrop of new buildings, as perceived at street level. However, the removal of the very tall stack adjacent to the public house would remove a substantial detractor from the view. New tree planting along the northern side of Lower Richmond Road would also soften into the views into the Site.</p> <p>Road users would experience the Development temporarily in transit.</p>		
2: Residents of Thames Bank. High sensitivity.	The Development would be mostly screened by intervening properties on Thames Bank, the northern façade of The Maltings building and vegetation fronting the River Thames. Visible parts of the completed Development would be limited to The Maltings building and Mansion Block buildings along the north-eastern edge of the Site. Users of the Thames Path and road users on Thames Bank would experience the addition of further buildings where gaps at the riverside in the baseline view would be intruded upon. The change would be evident but not especially prominent and localised within the wider view.		Long-term, local, beneficial effect of moderate significance.
2: Road users on Thames Bank. Medium sensitivity.			Temporary, Long-term, local, minor adverse effect.
2: Recreational users of the Thames Path National Trail. High sensitivity.	<p>Viewpoint 2 represents a worst-case view for users of the Thames Path whereby the adverse / beneficial nature of changes resulting from the Development would alter depending on proximity to the Site and the extent to which detracting elements of utilitarian aesthetic appear in the baseline view. For users of the Thames Path at this viewpoint location, the existing large-scale utilitarian structures within the northern and eastern parts of the Site are not visible in the baseline view and so no benefit would be experienced by their removal. However, for receptors on the Thames Path further south of the viewpoint location, detracting elements of utilitarian aesthetic do appear in the baseline view and so their removal and replacement with the Development would be considered as beneficial.</p> <p>Views along and across the river would continue to remain distinctive and form a key element of local visual amenity.</p> <p>Several existing residents of Thames Bank would experience partial views of upper parts of the proposed buildings on the Site from east- or south-facing upper storey windows, although trees within the rear gardens of these existing properties and trees retained within northern parts of the Site would filter or</p>	Minor.	Long-term, local, adverse effect of moderate significance.

Viewpoint No. and Visual Receptor	Description of Effect	Magnitude of Change	Significance of Effect
	<p>seasonally screen such views. The removal of large-scale structures of industrial, utilitarian aesthetic and replacement with contemporary, mixed-use development would be of benefit to residential views, as well being more in keeping with the overriding residential character of the area.</p> <p>Road users would experience the Development temporarily in transit.</p>		
<p>3: Pedestrians and road users on Chiswick Bridge (south). Medium sensitivity.</p>	<p>Views towards the completed Development would show upper parts of buildings within the Site protruding above the existing built form. The tallest buildings and structures on the Site would be removed from the baseline view. The Site would remain obscured by intervening mature trees and buildings in the vicinity of Thames Bank. Buildings located within the western extent of the Site would become noticeable above existing residential properties in the foreground of the view. Changes because of the Development would be perceivable during the summer and winter months from this location.</p>	<p>Minor.</p>	<p>Long-term, local, beneficial minor effect.</p>
<p>4: Pedestrians and road users on Chiswick Bridge (north). Medium sensitivity.</p>	<p>The Development would be conspicuous due to the height and mass of new built form against the skyline. The Development would comprise a substantial proportion of the wide view and would dominate the skyline. Changes in western parts of the Site would be similar in scale to the built form of the modern brewery buildings visible in the baseline of this view. The Development within eastern parts of the Site would be more prominent than the 2018 Development, and the materials and façade detailing (including rhythm of fenestration) of new buildings would be complimentary to the retained Maltings building, assisting with the integration of the Development within the view. The removal of the tall stack would be of benefit to visual amenity.</p> <p>Detracting elements of utilitarian aesthetic in the baseline view, chiefly the large industrial structures, would be replaced by new built form of aesthetic value and materials sympathetic to the historical aspects of the Site, so providing a perception of visual unity within the view by noticing elements of local distinctiveness.</p> <p>The Maltings building and vegetation alongside the Site's northern boundary would have limited screening effect.</p>	<p>Major.</p>	<p>Long-term, local, beneficial effect of major significance.</p>
<p>5: Recreational users of the National Trail.</p>	<p>New buildings within north-eastern parts of the Site would be evident, especially in winter, and would constitute a notable change to the view given the prominence on the skyline.</p>	<p>Moderate.</p>	<p>Long-term, local, beneficial effect of major significance.</p>

Viewpoint No. and Visual Receptor	Description of Effect	Magnitude of Change	Significance of Effect
<p>High sensitivity.</p> <p>5: Road users on Dan Mason Drive.</p> <p>Low sensitivity.</p>	<p>The materials and façade detailing of new buildings would be sympathetic and complimentary to the retained Maltings building and boundary walls, assisting with the integration of the Development within the view. However, the large scale of the Development would be prominent in this view. The river frontage at this point is noted in the Mortlake Village Planning Guidance SPD as being reflective of the area's industrial aesthetic where large contrasts in scale are evident, yet a shared utilitarian conformity exists using brickwork and detailing, and the amended Development would be entirely in keeping with this. The removal of the tall stack would be of further benefit to visual amenity.</p> <p>Existing trees located between the new buildings and properties on Thames Bank would partially screen views of the Development and assist with its integration in the view.</p> <p>For road users on Dan Mason Drive, views towards the completed Development would be in transit and oblique to the direction of travel.</p>	Minor.	Long-term, local, beneficial minor effect.
<p>6: Recreational users of the National Trail.</p> <p>High sensitivity.</p>	<p>Once the Development is completed, industrial buildings and structures on the Site, including the tall stack, would no longer be present. New buildings along the riverside frontage in the north-east of the Site would appear in the view from this location and would constitute a highly noticeable change.</p>	Moderate.	Long-term, local, beneficial effect of major significance.
<p>6: Road users on Dan Mason Drive.</p> <p>Low sensitivity.</p>	<p>The materials and façade detailing of new buildings would be sympathetic and complimentary to the retained Maltings building and boundary walls, assisting with the integration of the Development within the view. However, the large scale of the Development would be prominent, with proposed built form protruding above the existing skyline and tree line. The river frontage at this point is noted in the Mortlake Village Planning Guidance SPD as being reflective of the area's industrial aesthetic where large contrasts in scale are evident, yet a shared utilitarian conformity exists using brickwork and detailing, and the Development would be entirely in keeping with this. The Development within western parts of the Site would not be visible.</p> <p>For road users on Dan Mason Drive, views towards the completed Development would be in transit and perpendicular to the direction of travel.</p>	Minor.	Long-term, local, beneficial minor effect.
<p>7: Recreational users of the National Trail</p>	<p>Once the Development is completed, industrial buildings and structures on the Site, including the tall stack, would no longer be present. New buildings along the riverside frontage in the north-east of the Site would be evident in a localised part of the view as</p>	Minor.	Long-term, local, beneficial effect of moderate significance.

Viewpoint No. and Visual Receptor	Description of Effect	Magnitude of Change	Significance of Effect
<p>High sensitivity.</p> <p>7: Customers of The White Hart public house.</p> <p>Medium sensitivity.</p>	<p>a mid-distant focal point at the bend in the river. While the materials and façade detailing of new buildings would be sympathetic and complimentary to the retained Maltings building, the overall size and scale of the new built form would protrude above the established skyline and tree line. Development within western parts of the Site would not be visible.</p>	Minor.	Long-term, local, beneficial minor effect.
<p>8: Residents fronting Mortlake High Street.</p> <p>Medium sensitivity.</p>	<p>As perceived by visual receptors, the completed Development would be consistent with the continuous strip of buildings along the northern side of Mortlake High Street. Despite being of increased height and mass than the existing buildings in the foreground and middle ground, the new buildings on the Site would integrate into the view by their rooflines by appearing as a deep perspective in this channelled view.</p>	Minor.	Long-term, local, beneficial minor effect.
<p>8: Users and workers of local shops and businesses.</p> <p>Low sensitivity.</p>	<p>Industrial, utilitarian structures on Site would be replaced with new built form which would be of benefit to the visual amenity of the townscape, but not easily discernible from this location, particularly given the visual distraction from road traffic and the comparative prominence of foreground-built form.</p>	Minor.	Long-term, local, beneficial minor effect.
<p>8: Road users on Mortlake High Street (A3003).</p> <p>Low sensitivity.</p>	<p>Highway improvement works on Mortlake High Street, including new tree planting, would be substantially screened by intervening street clutter and road traffic.</p> <p>For residents occupying properties fronting Mortlake High Street, views would only be achievable from west-facing windows, of which there are a limited number, or from north-facing windows close to the Site such as Rann House. The proliferation of mature street trees in the vicinity of Rann House and Craven House would limit views down the street towards the Site and filter views outwards from these properties.</p> <p>For road users on Mortlake High Street, views towards the completed Development would be in transit and only available to those travelling in a westbound direction.</p>	Minor.	Long-term, local, beneficial minor effect.
<p>9: Residents fronting Sheen Lane.</p> <p>Medium sensitivity.</p>	<p>The completed Development would form the backdrop to views from this location and create a new, higher skyline horizon for much of the view. Therefore, visibility of the Development would be limited to the upper parts of proposed buildings on the Site. The retention of the former hotel building would assist in integrating the Development within the view. New built form would be of materials and aesthetic sympathetic to the former hotel building on the Site and existing buildings on Sheen Lane. The intervening trees and</p>	Minor.	Long-term, local, beneficial effect of moderate significance.
<p>9: Users and workers of local</p>	<p>form would be of materials and aesthetic sympathetic to the former hotel building on the Site and existing buildings on Sheen Lane. The intervening trees and</p>	Minor.	Long-term, local, beneficial minor effect.

Viewpoint No. and Visual Receptor	Description of Effect	Magnitude of Change	Significance of Effect
shops and businesses. Low sensitivity.	other vegetation associated with Mortlake Green would substantially screen views, including during winter. Buildings along Sheen Lane would prevent views towards easternmost parts of the Development. The removal of large-scale structures of industrial, utilitarian aesthetic and replacement with contemporary, mixed-use development would be of benefit to visual amenity and in keeping with the prevailing residential character of the local area.		
9: Road users on Sheen Lane. Low sensitivity.	On completion, highways improvement works at the mini roundabout junction of Sheen Lane and Mortlake High Street / Lower Richmond Road (A3003) would not be a notable change. Views from properties fronting Sheen Lane would be extremely limited as the direction towards the Site is oblique to the general aspect of their windows. For road users on Sheen Lane, views towards the completed Development would be in transit and only available to those travelling in a northbound direction.	Minor.	Long-term, local, beneficial minor effect.
10: Recreational users of Mortlake Green. Medium sensitivity.	The completed Development would form the backdrop to views from this location and create a new, higher skyline horizon for parts of the view. Parts of the Development would be visible through a gap in the tree line, which would become a prominent feature in the centre of this view. The retention of the former hotel building would assist in integrating the Development within the view and would screen eastern parts of the Development. New built form would be of materials and aesthetic sympathetic to the former hotel building further aiding their integration. The retention of intervening mature trees and other vegetation at the periphery of Mortlake Green, including at the location of the new pedestrian crossing over Lower Richmond Road (A3003), would substantially screen views towards the Site, especially during summer. Removal of the tall stack would be particularly conspicuous given its extreme prominence in the view and, in combination with the removal of other large-scale structures of industrial aesthetic, would be of benefit to visual amenity. On completion, highways improvement works at the mini roundabout junction of Sheen Lane and Mortlake High Street / Lower Richmond Road (A3003) would be a barely perceptible change.	Moderate.	Long-term, local, beneficial effect of moderate significance.
11. Road users on road bridge over railway, South	Visibility of the completed Development would be limited to the upper parts of new buildings on the Site. The intervening trees and rooftops would substantially screen views, including during winter.	Minor.	Long-term, local, beneficial minor effect.

Viewpoint No. and Visual Receptor	Description of Effect	Magnitude of Change	Significance of Effect
Circular Road. Low sensitivity.	<p>The visual change between the large-scale industrial structures of the baseline view and the completed Development would be discernible in the backdrop of this view. The removal of the tall stack would be evident. New built form would protrude above the established skyline in the background of the view.</p> <p>For road users on South Circular Road, views towards the completed Development within the Site would be in transit and perpendicular to the direction of travelling.</p>		
12. Road users on Lower Richmond Road adjacent to the Jolly Gardeners public house. Low sensitivity.	<p>Visibility of the completed Development would be limited to the east- and south-facing facades of new buildings on the Site as well as some of the new paved areas and soft landscape at the periphery of the Site.</p> <p>The removal of boundary walls along Lower Richmond Road and Ship Lane would open-up views into the Site. The visual change between the large-scale industrial structures of the baseline view and the new buildings of the completed Development would be notable. The local prominence of the Jolly Gardeners public house as perceived from Lower Richmond Road would not be appreciably affected due to the relative 'set-back' of new built form and the retention of the public house's roof line (including feature chimneys) against the skyline.</p> <p>Road users would experience the completed Development temporarily in transit.</p>	Moderate	Long-term, local, beneficial minor effect.

Mitigation Measures and Likely Residual Effects

The Works

- 16.85 An appraisal of mitigation in relation to the Works is contained within **Chapter 6: Development Programme, Demolition, Alteration, Refurbishment and Construction**. However, specific to the issues of townscape and visual impact, good site management, maintenance and housekeeping and careful siting of construction machinery would be implemented via the Construction Environmental Management Plan (CEMP) to minimise visual intrusion the Works. This would ensure that temporary deterioration of townscape character and visual intrusion would be minimised as far as practicable. The use of attractive hoardings and the maintenance of a clean, safe pedestrian environment along the street frontages of the Site would aid in screening views of much of the ground level construction works from the adjoining townscape in and around the Site.
- 16.86 Nonetheless, some adverse effects would be inevitable during the Works since the use of large-scale plant such as tower or mobile cranes cannot be completely mitigated. As such, these changes are anticipated to result in **temporary, short to medium term, local** residual effects of

major adverse significance to TCA 1: Mortlake and TCA7: Stag Brewery (within the Site) and **temporary, short to medium term, local** residual effects of **minor to moderate adverse** significance to TCAs surrounding the Site.

16.87 Visual receptors most likely to be affected by the Works include residents, road users, users of the National Trails or recreational users of Mortlake Green with direct, close-range views towards the Site. Effects resulting to local views would remain **temporary, short to medium term** and **local**, ranging between **minor** and **major adverse** significance depending on the angle and distance of view from the Development.

Completed Development

16.88 Due to the nature of likely townscape and visual effects once the Development is completed, all mitigation measures are inherent within the Development design. These include the landscape strategy, as described in **Chapter 5: The Proposed Development**, which aims to create an enhanced riverside landscape with trees and indigenous plants. A series of central public squares would also provide variety and colour to the public realm. Consequently, all residual effects would remain identical to those identified within the assessment of potential changes summarised within **Table 16.10** and below.

16.89 **Long-term, local** effects of **moderate, beneficial** significance would result to TCA1: Mortlake (within the Site). **Long-term, local** effects of **major, beneficial** significance would result to TCA7: Stag Brewery (within the Site). Effects on surrounding TCAs would be **insignificant to long-term, local**, and **minor beneficial** significance in the vicinity of the Site the Site.

16.90 Most local views would experience either **insignificant** or **long term, local** effects, ranging from **minor to major beneficial** significance depending on angle, range, and context of view.

16.91 It is considered that mitigation to reduce adverse effects likely to be experienced by visual receptors associated with viewpoint locations 2 would not be practicable or effective (i.e., tree planting in the intervening landscape / on Site would not provide sufficient screening effects due to the relative heights of trees and the proposed built form). As such, road users on Thames Bank at Viewpoint location 2 would experience effects of **minor adverse** significance, however this would be temporarily in transit. Recreational users of the Thames Path National Trail at Viewpoint location 2 would experience **long-term, local effects of moderate adverse** significance.

Summary

16.92 **Table 16.10** summarises the significant effects, mitigation measures, and likely residual effects identified within this Chapter.

Table 16.10: Summary of Likely Significant Effects, Mitigation Measures and Likely Residual Effects

Issue	Likely Significant Effect	Mitigation Measures	Likely Residual Effect
The Works			
Townscape Character	Temporary, short to medium term, local effects of major adverse significance would result to TCA1: Mortlake and TCA7: Stag Brewery (within the Site). Surrounding TCAs would experience temporary, short to medium term, local, minor to moderate adverse effects in the vicinity of the Site.	Implementation of CEMP to ensure good Site management, maintenance and housekeeping, and careful siting of construction machinery, including the use of Site hoardings, and maintaining a clean, safe, pedestrian environment.	Temporary, short to medium term, local effects of major adverse significance would result to TCA7: Stag Brewery (within the Site). Surrounding TCAs would experience temporary, short to medium term, local, minor to moderate adverse effects in the vicinity of the Site.
Visual Amenity	Local views would experience temporary, short to medium term, local effects, ranging from minor to major adverse significance depending on the angle and distance of view.		Local views would experience temporary, short to medium term, local effects, ranging from minor to major adverse significance depending on the angle and distance of view.
Completed Development			
Townscape Character	Long-term, local effects of moderate, beneficial significance would result to TCA1: Mortlake (within the Site). Long-term, local effects of major, beneficial significance would result to TCA7: Stag Brewery (within the Site). Effects on surrounding TCAs would be insignificant to long-term, local, and minor to moderate beneficial significance in the vicinity of the Site.	Mitigation measures are inherent within the Development design, including the Landscape Strategy which provides enhanced riverside landscape with trees and indigenous plants and public squares with variety and colour.	Long-term, local effects of moderate, beneficial significance would result to TCA1: Mortlake (within the Site). Long-term, local effects of major, beneficial significance would result to TCA7: Stag Brewery (within the Site). Effects on surrounding TCAs would be insignificant to long-term, local, and minor beneficial significance in the vicinity of the Site.
Visual Amenity	Most local views would experience either insignificant or long term, local effects, ranging from minor to major beneficial significance depending on angle, range, and context of view.		Most local views would experience either insignificant or long term, local effects, ranging from minor to major beneficial significance depending on angle, range, and context of view.

Issue	Likely Significant Effect	Mitigation Measures	Likely Residual Effect
	<p>Road users on Thames Bank at Viewpoint location 2 would experience effects of minor adverse significance, however this would be temporarily in transit.</p> <p>Recreational users of the Thames Path National Trail at Viewpoint location 2 would experience long-term, local effects of moderate adverse significance.</p>		<p>Road users on Thames Bank at Viewpoint location 2 would experience effects of minor adverse significance, however this would be temporarily in transit. Recreational users of the Thames Path National Trail at Viewpoint location 2 would experience long-term, local effects of moderate adverse significance.</p>

References

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- 6 London Borough of Richmond upon Thames (2011); 'Stag Brewery, Mortlake, SW14 Planning Brief, Supplementary Planning Document', London Borough of Richmond upon Thames.
- 7 London Borough of Richmond upon Thames (2018); 'Local Plan, adopted July 2018 and March 2020.
- 8 London Borough of Richmond upon Thames (2015); 'Local Plan – Proposals Map', available at: http://www.cartogold.co.uk/richmond_2015/richmond.htm
- 9 The London Plan, The Spatial Development Strategy for Greater London (March 2021)

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- 11 London Borough of Richmond upon Thames (no-date); 'Mortlake Conservation Area 33'.
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- 13 'Pre-Publication' Draft Local Plan (Regulation 18) (December 2021) - London Borough of Richmond upon Thames.