

View 1 - EXISTING: Ham Common, looking north-west

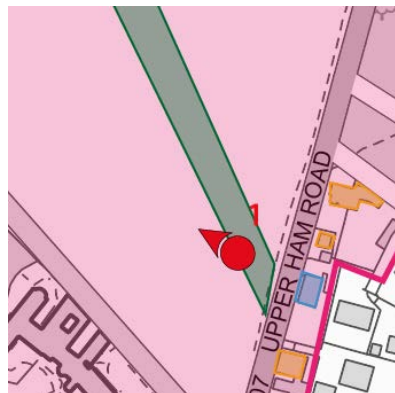
Existing

This viewpoint is located approximately 800 meters away from the centre of the Site, to the southeast. Looking north-west from the southern corner of Ham Common Conservation Area, the view illustrates a number of designated areas and buildings. To the right frame of the image is a row of trees/ tree corridor on Ham Common, which is the location of the grade II* Ham House viewing corridor; this viewing corridor/vista is designated within LBRuT local policies as a local vista. The middle ground of the view is dominated by the landscape and openness of Ham Common, with the primary outlook being the large grassed area, bounded by trees along its boundary. In the middle distance of the view, the viewer gets glimpses of the buildings surrounding Ham Common. A few of these buildings are historically designated buildings, however they are mostly occluded by the mature trees of Ham Common (even in winter condition) and thus not much of their details can be appreciated from this distance. The left frame of the image is also mostly occluded by the trees of Ham Common, however the viewer gets glimpses of the buildings along the western axis of the open space. Amongst them most notable building is the grade II Gordon House which is the tallest building on this part rising to three storeys, and features a mansard pitched roof, brick façade, and sash windows.

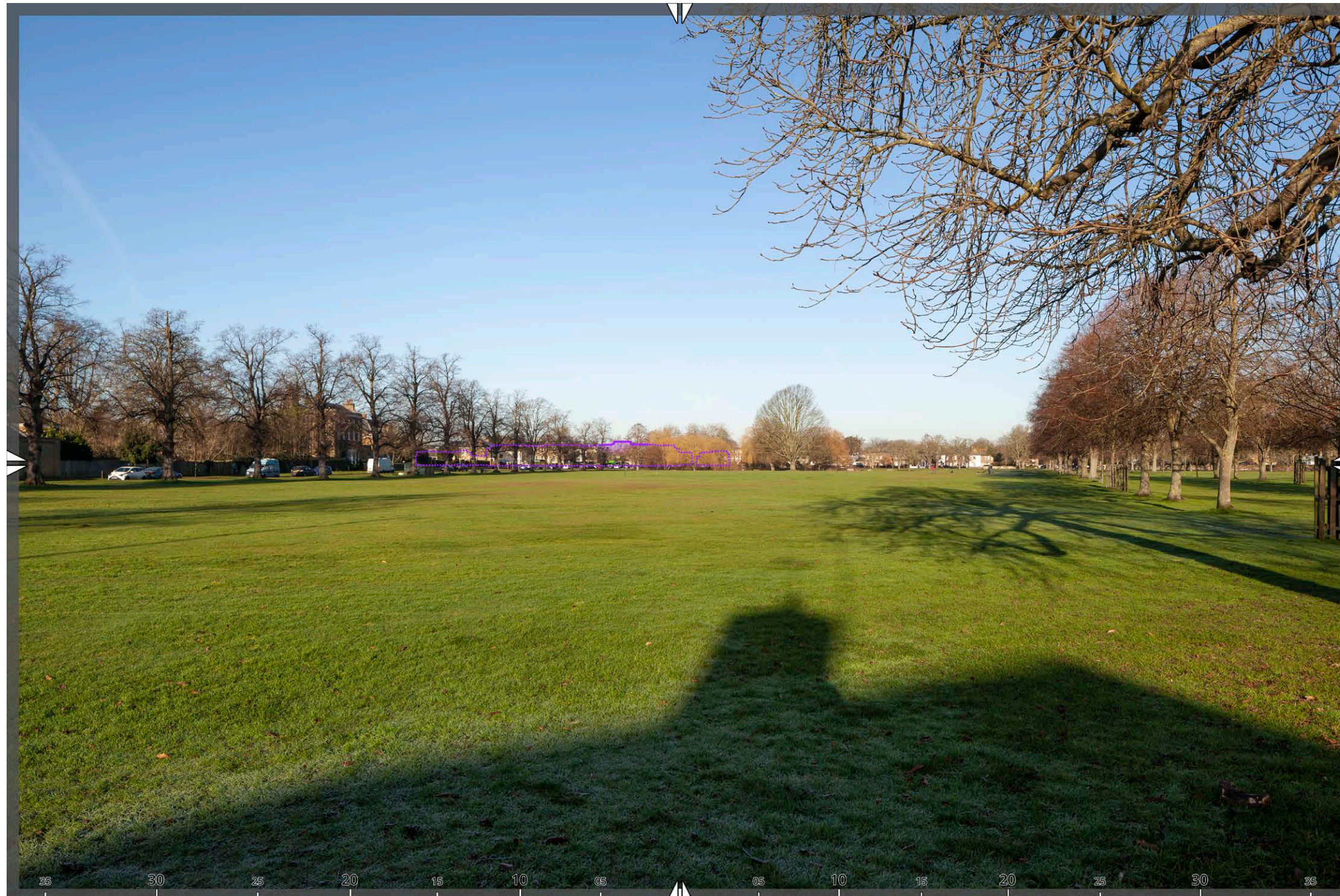
Sensitivity to change

Visual receptors in this view are likely to comprise the local residents, as well as visitors to the local area and the Common. In addition the view is located in Ham Common which works as a key landmark/landscape in the local area and is of local importance. Therefore the sensitivity observed in this view is considered to be of *medium to high* level.

Viewpoint map



View 1 - PROPOSED: Ham Common, looking north-west

**Proposed**

The Proposed Development is shown as a purple wireline in this view and is barely visible in the distance. Small sections of the upper parts of the buildings may be visible, but not discernible, in the central gap between the trees of the Common, in the winter months. The visibility would be further reduced in summer with the Proposed Development likely not visible at all.

Magnitude of change

The magnitude of change experienced by the visual receptors in this view is considered to be *small* within the context of its surrounding landscape and townscape.

Residual effect

The visual effects are considered to be **minor** and of a **neutral** nature. This is not considered as significant in EIA terms.

View 2 - EXISTING: Ham Street & Evelyn Road , looking north-west

Existing

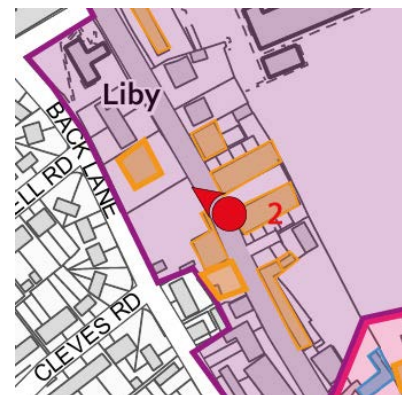
This viewpoint is located on the junction of Ham Street and Evelyn Road, within the southern parts of the Ham House Conservation Area, with the view facing north-west. The approximate distance of this viewpoint from the centre of the Site is 309.53 meters. The right side of the image is framed by no.1 Evelyn Road, which is a locally designated building of townscape merit within LBRuT local policies. This is a two storey building featuring a tiled roof, brick façade, gauge headed and white framed windows. In the middle ground the view is dominated by the layout of Ham Street. In the distance the view reveals parts of the shops and residential blocks on Ham Street and Wiggins Lane (featuring 1950s and 1960s architecture) terminating Ham Street. The left side of the view includes boundary walls and trees of no.31 and no.33 Ham Street (although the buildings are not visible from here) both identified as locally designated buildings of townscape merit within LBRuT local policies.

The view presents an enclosed townscape. The existing buildings on the Site are not noticeable from here and lie towards the centre and centre-left side of the view.

Sensitivity to change

Visual receptors include local residents and visitors travelling along Ham Street. Owing to the location of the view within a conservation area, it is considered that the sensitivity to change of this view is *medium*.

Viewpoint map



View 2 - PROPOSED: Ham Street & Evelyn Road , looking north-west

**Proposed**

The Proposed Development is illustrated in dotted purple wireline and it is not visible from this position, as shown in this winter photography. The same would apply in the summer months.

Magnitude of change

The magnitude of change is *negligible*.

Residual effect

As a result there is a **negligible** and **neutral** effect on visual amenity as experienced in this view. This is not significant in EIA terms.

View 3 - EXISTING: Ashburnham Road, Ham Library, looking west

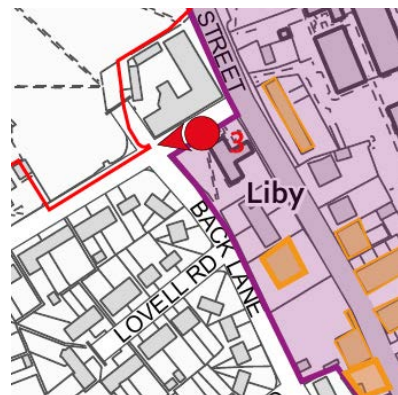
Existing

The view is located on the edge of Ham House Conservation Area (CA), facing east along Ashburnham Road from the pedestrian pavement in front of the Ham Library, outward of the CA, and includes no designated or non-designated heritage assets. The Village Green area, which is identified as open land of townscape importance within LBRuT's local policies, is partly visible from this position. This viewpoint is located approximately 199.03 meters away from the centre of the Site, which is visible centrally in the middle distance. To the left side of the image is the three storey building at nos. 8-14 Ashburnham Road, featuring partial vertical brick façade with wide horizontal bands of render to separate each floor. These buildings contain commercial units/shops at the ground floor and date from the 1950s and 1960s. The centre of the image reveals parts of the Village Green within the boundary of the Site, parts of the existing Ham Clinic and dentist building (located outside the Site's boundary) visible to the right of Ashburnham Road, and one of the existing five storey residential blocks on the Site. The left side of the image is framed by trees on Ashburnham Road where most of the buildings on this side are occluded, except for part of the roof seen to the left of the trees. From this position on the left of the image, parts of the pitched triangular roof and chimney of no.19 Back Lane are also visible. The quality of the townscape in this view is mixed, with the overall visible built form not contributing positively to this view.

Sensitivity to change

Visual receptors are likely to include local residents, and users of the local schools in the area. The sensitivity to change in this view is considered to be *low to medium*.

Viewpoint map



View 3 - PROPOSED: Ashburnham Road, Ham Library, looking west

**Proposed**

The Proposed Development appears as a fully rendered photomontage at the centre of the view. From this distance, small parts of Block O to the rear of the dentists building, the upper parts of Block L (to the rear of the Ham Clinic), upper parts of Blocks L, and the front facades of Blocks K and G will be appreciated. The proposed massing has a stepped approach as seen in this view, with the height increasing away from Ashburnham Road and towards the centre of the Site. The apparent maximum height as seen from here is comparable to that of the existing building currently visible from this location and does not breach the existing tree line, helping the Proposed Development sit comfortably within the townscape. The Proposed Development is seen creating an active edge along Ashburnham Road and the material palette use works successfully with its context. In summer the trees would occlude most of the blocks of the Proposed Development.

Magnitude of change

Magnitude of change is considered to be *medium*.

Residual effect

The residual effect is considered to be **minor to moderate**. The Proposed Development will provide urban design improvements as experienced in this view and thus it is of a **beneficial** nature. This is considered a not significant effect in EIA terms.

View 4 - EXISTING: Mowbray Road, looking north

Existing

This viewpoint is located approximately 200 meters from the centre of the Site, and faces north along Mowbray Road. The view features an enclosed streetscape opening up towards Ashburnham Road and the Site. Both the right and left frames feature two storeys semi-detached terraces with red-brown brick facades, pitched tiled roofs, chimney stacks, white framed windows, and small driveways to their front, creating an almost symmetrical outlook. The also create a continuous and harmonised roof line as seen here. The view is terminated by one of the five storey blocks currently occupying the Site. This view is not of particular townscape quality, partly due to the quality of architecture and public realm seen here, but also because of the visibility of the pillar and cables leading off it, to the centre left.

Sensitivity to change

The visual receptors here will likely be local residents. It is considered that the sensitivity to change of the visual receptors for this view is *low to medium*.



Viewpoint map



View 4 - PROPOSED: Mowbray Road, looking north

**Proposed**

The Proposed Development is shown as full render and is seen centrally in this view, in the middle distance. Most prominent from here are Blocks I and M rising to six storeys, and Block N rising to four storeys. The view also exposes parts of the three storey Block K fronting Ashburnham Road. The maximum apparent height of the Proposed Development blocks is comparable to that of the existing buildings on the Site. Overall a layered townscape with a variety in heights and massing is presented in this view. Legibility and visual amenity will be aided by the active frontages, attractive landscape, and high quality architecture. The variety of building materials will also enhance the aspect of this view. The quality of architecture of each of the visible blocks will be apparent from this distance.

Magnitude of change

The magnitude of change is considered to be *medium*.

Residual effect

The visual effect on receptors as a result of the Proposed Development would be **minor to moderate** and of a **beneficial** nature, this is not considered a significant effect in EIA term.

View 5 - EXISTING: Ashburnham Road, Ham Children's Centre, looking north-east

Existing

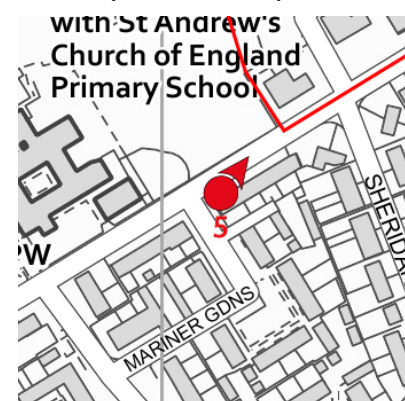
This viewpoint is located approximately 180m southwest of the site, facing back north-east along Ashburnham Road and towards the Site. To the right, the view is framed by nos.41-55 Ashburnham Road featuring three storey houses with ribbon windows and tile hanging resembling the overall architectural style of the wider area and the housing estates. The foreground is dominated by the layout and streetscape of Ashburnham Road. To the left, the southern and south-western elevations of the three to four storeys residential blocks of the Site are visible, appearing in white render with flat roofs. From this distance these buildings display a uniform window pattern. On the left corner of the image, the primary school's green space, which is identified as other open land of townscape importance in LBRuT's local policies, is seen in conjunction with the existing buildings of the Site. The quality of the townscape is of mixed quality, with the existing buildings on the Site contributing negatively to the outlook in this view.

Sensitivity to change

Most visual receptors are likely to be local residents or people who work in the area, or students and staff at the school. The sensitivity to change of receptors experiencing this view is therefore considered to be *low to medium*.



Viewpoint map



View 5 - PROPOSED: Ashburnham Road, Ham Children's Centre, looking north-east

**Proposed**

The Proposed Development is shown as a full render in this view. It extends from the left edge of the image to the centre, including the background of the view. The western and southern façades of Block B and Block A, as well as southern/Ashburnham Road façades of Blocks G and K are clearly visible from this close range view. From this distance the carefully selected material palette, façade articulation and variety of heights of Blocks A, G and K can be appreciated. The proposed blocks will improve the sense of enclosure and active frontages on Ashburnham Road, echoing the condition on the right hand side of the image. The variety in façade articulation, height and colour palette create visual interest and break up the massing of the blocks. The overall height as experienced in this view works in harmony in its context and remains below the general tree canopy. In the summer months it is likely that much less of the Proposed Development will be seen from here.

Magnitude of change

Magnitude of change is considered to be *medium to large*.

Residual effect

The visual effect is considered to be **moderate** and of a **beneficial** nature. This is considered as a significant effect in EIA terms.

View 6 - EXISTING: Ashburnham Road & Broughton Avenue, looking north-east

Existing

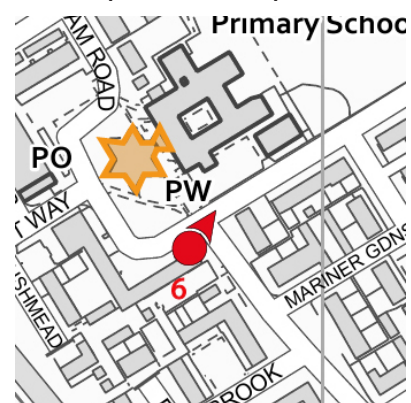
Located approximately 300 meters away from the centre of the Site, this view is taken from Broughton Avenue and Ashburnham Road intersection, and looking north-west along Ashburnham Road. The foreground of the view features the wideness and openness of the intersection. To the right hand side of the view, a section of no.89 Ashburnham Road, with its pitched and tiled roof, brick chimney stack and brick façade, can be seen. The middle and background of the view presents Ashburnham Road in a tree-lined streetscape. Most parts of the left hand side of the view are occluded by the trees and vegetation along Ashburnham Road in winter condition. On this side of the view, the front façade of St Richard's CE Primary School and beyond the Ham Children's centre rising to one storey, with a flat roof and brick façade are visible. The street is fronted by a fence with posters in front of the school building and a surface car park to the far left is also visible.

Sensitivity to change

Visual receptors appreciating this view are likely to include people who live and work in the area, and the users of the school and children's centre. This view does not illustrate any designated building or structure. Thus the sensitivity to change in this view is considered to be *low to medium*.



Viewpoint map



View 6 - PROPOSED: Ashburnham Road & Broughton Avenue, looking north-east

**Proposed**

The Proposed Development is shown as a purple wireline and it appears in the centre of the view. From this position the Proposed Development would not be very noticeable: only top parts of the roof line on some of the western blocks, as well as the Ashburnham façade (south) of Block A (four storey) and sections of the front façade of Block G (three storeys), are likely to be visible in winter condition. The southern blocks, where visible, will create a positive sense of enclosure and definition on the street, as well as provide active frontages. Any visibility of the Proposed Development will be reduced in summer condition .

Magnitude of change

Magnitude of change is considered to be *small*.

Residual effect

The visual effect is **minor** and of a **beneficial** nature, owing to provision of more active frontages, better public realm, improved accessibility, and improved landscape. This is not considered a significant effect in EIA terms.

View 7 - EXISTING: Croft Way & Rushmead, looking east

Existing

This view, taken from the Rushmead and Croft Way intersection, faces east towards St Richard's (C of E) Church on Ashburnham Road and the Site beyond. It is located within an approximate distance of 380 meters away from the centre of the Site. The foreground is dominated by the intersection's layout and the green verge on the edge of the intersection, to the right. To the right, the view presents the rear of the Meadowview Nursery building as well as parts of the rear facades of no.107-111 Ashburnham Road featuring flat roof and partial brick part rendered facades. The centre of the view illustrates the building of St Richard's C of E Church, featuring a modernist architectural style, based on a star-shaped plan, a pyramidal copper roof in green, patterned light openings and geometric fenestration, as well as a tall spire. This building is identified as a building of townscape merit within LBRuT's local policies. To the left, are the rear facades of St Richards Court featuring brick façade, three storeys, and ribbon windows. This part of the view also shows the front façade of nos. 1-14 (apartment blocks of) Croft Way, featuring recessed ground floors with undercroft parking. In addition these blocks feature large timber bay windows including gridded frames and white timber ribbons. It should be noted that the existing buildings of the Site lie towards the centre of the image, but are not visible from this position.

Sensitivity to change

Visual receptors here are likely to be local residents and some visitors of the River's towpath or the local area. This view exposes parts of the setting of the church and its context. Sensitivity to change is considered to be *low to medium*.

Viewpoint map



View 7 - PROPOSED: Croft Way & Rushmead, looking east

**Proposed**

The Proposed Development will appear centrally in this view. From this distance, only small sections (of the top levels) of Block E and C will be visible. This visibility will be reduced in summertime, due to the occlusion from trees, though the stepped roof element immediately adjacent to the left of the church roof will remain visible, though will not likely be noticeable.

Magnitude of change

Magnitude of change is considered as *small*.

Residual effect

As a result there is a **minor** and **neutral** effect on visual amenity as experienced in this view. This is not significant in EIA terms.

View 8 - EXISTING: Woodville Road, looking north-east

Existing

This view is located within approximately 270 meters from the centre of the Site; and is taken from Woodville Road and opposite nos.81-91. To the right hand side, the view is framed by nos.81-91, featuring a row of two storey terraced houses, pitched tiled roofs, ribbon window and tile overhanging on their front façades, very similar to the overall architectural style of Wates housing Estate in this part of Ham. The foreground displays the road's layout. The buildings on both sides of Woodville Road are generally occluded by trees. The existing blocks of the Site are partially and minimally visible in the centre of the view, to the right of the street. The left side of the view is also dominated by these dense tree branches in winter condition, making it difficult with regards to readability of the buildings. A green fence with grass behind it can be seen in the middle ground of the view, on the right hand side of the street, beyond the terraces.

Sensitivity to change

Visual receptors are likely to be local residents. Sensitivity to change is considered to be *low to medium*.



Viewpoint map



View 8 - PROPOSED: Woodville Road, looking north-east

**Proposed**

Outlined in purple wireline, the Proposed Development is shown in the centre of the view, in the middle distance. From this position the viewer will experience glimpses of the upper parts of Block C (six storeys), parts of Block W and its Woodville Road façade, parts of the front facades of Blocks D and T. Owing to the number of dense and mature trees and other landscape features in this view, the level of visibility will be further reduced in summer condition. Given the proposed high quality urban form, architecture and materiality, the Proposed Development will enhance the visual amenity and urban design and public realm quality, as experienced in this view. The proposed massing and height are contextual and do not overwhelm the context, remaining below the prevailing tree line as seen in this image. .

Magnitude of change

Magnitude of change experienced by visual receptors is considered to be *small to medium*.

Residual effect

The visual effect on receptors as a result of the Proposed Development would be **minor to moderate** and of a **beneficial** nature, owing to the positive change on the view. This is not considered as a significant effect in EIA terms.

View 9 - EXISTING: Woodville Road, looking north-east

Existing

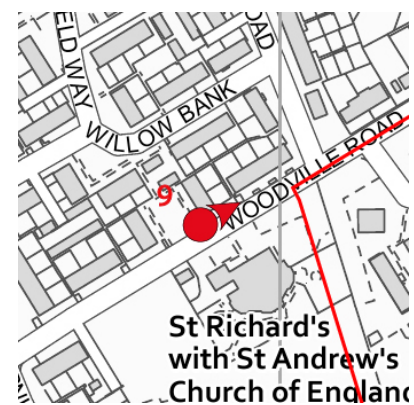
This view is taken from Woodville Road and opposite of The Woodville Centre. The Centre is not visible in this view as it is located outside the frame, set back away from the street. The view is positioned approximately 160 meters away from the centre of the Site. Overall a very occluded townscape is presented, where most or parts of the buildings are covered by the tree branches. The view is also very car-dominated. The left is framed by the trees and vegetation along this road and in front of the houses. The right hand side of this view presents parts of the green space of the Woodville Centre, as well as parts of the western boundary of the Site and its associated residential blocks. An off street parking area is also visible in the middle distance, to the right. Overall, the quality of the townscape appears untidy and not of great quality.

Sensitivity to change

The main receptors are likely to be local residents and people who work in the area. Although this view is within a close range distance to the Site, it does not showcase any designated/listed buildings. The only area of local sensitivity is the edge of green area of the Woodville Centre which is identified as other open land of townscape importance with the LBRuT's local policies. As a result, the sensitivity to change in this view is considered to be *low*.



Viewpoint map



View 9 - PROPOSED: Woodville Road, looking north-east

**Proposed**

Positioned in the centre of the view, the Proposed Development is depicted as fully rendered. The western façade of Block W is prominent from here, with parts of the corner façade of Block E (on the right hand side of the view), parts of the northern facades of Blocks D, P (along Woodville Road) and parts of the façade of Block T (along Woodville Road) also visible from this position. This visibility will be reduced in the summer months. The view showcases the harmonious and rich material palettes. Different shoulders and steps backs within the massing of each proposed block and well-articulated facades result in an improved visual amenity. Block W creates a clear boundary with the surface car park, and along with Blocks D and P create a sense of enclosure and activity on Woodville Road, following best practice for urban design.

Magnitude of change

The magnitude of change as a result of the Proposed Development will be *medium*.

Residual effect

The visual effect is therefore **minor to moderate** and of a **beneficial** nature. This is not considered as significant in EIA terms.