

View 10 - EXISTING: Stuart Road, looking south

Existing

This view is located approximately 190 meters away from the centre of the Site and faces south from Stuart Road, which is an enclosed and car-dominated street. Apartment blocks can be seen on either side of the rising to three storeys appearing with pitched tile roofs, brick facades, white frame windows, and brick chimney stack. The blocks on the right are slightly set back from the street and at an angle to the street geometry. The view is terminated with one of the taller blocks on the Site visible in the middle distance.

Sensitivity to change

Visual receptors are likely to include the local residents. The composition of the view does not exhibit any designated/listed building. Sensitivity to change is considered to be *low to medium*.



Viewpoint map



View 10 - PROPOSED: Stuart Road, looking south

**Proposed**

Shown as a fully rendered photomontage, the Proposed Development appears centrally in this image. Only parts of Block W and Block D will be seen from this position, with a clear sky gap between them. They will be seen rising to a similar apparent height as the surrounding context, the top of the prevailing tree line and slightly taller than the existing building on the Site. The quality of the architecture and improved activity on Woodville Road will be noticeable from this location. The visibility will be reduced during summer months.

Magnitude of change

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

Residual effect

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

View 11 - EXISTING: Murray Road & Stretton Road, looking south

Existing

This view is located approximately 315 meters away from the centre of the Site; and looking south from Murray Road and Stretton Road intersection. The foreground presents a car-dominated streetscape as well the layout of the intersection itself. The outlook is a symmetrical composition of the two storey terraced houses either side of the street, terminating with blocks on the Site, visible in the distance. Due to the limited architectural quality of the buildings and the dominance of the cars, the overall townscape quality of this image is low.

Sensitivity to change

Visual receptors are likely to comprise local residents. This viewpoint is not showcasing any sensitive designated and non-designated buildings. Sensitivity to change is considered to be *low to medium*.



Viewpoint map



View 11 - PROPOSED: Murray Road & Stretton Road, looking south

**Proposed**

The Proposed Development appears centrally and to the right of this image as a purple wireline. Block U will be visible from this location, terminating the view at the end of Stuart Road. The quality of architecture and materials will be evident from this position, including the improved activation and relationship with Woodville Road.

Magnitude of change

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

Residual effect

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

View 12 - EXISTING: Ham House Garden, looking south-west

Existing

Looking south-west from in front of Ham House (grade I listed), the view is presents the Ham House Garden and its layout. The view is located in Ham House Conservation Area, and it is approximately 715 meters away from the centre of the Site. A formal landscape is presented in this view, showcasing the grade II listed boundary wall, trees and other features of the garden. The existing buildings of the Site, lie in the centre of the view and are not visible from this location, due to the distance, the topography and the density of the trees. The main focus of the view is the garden itself as well as the trees along the boundary, in the middle distance.

Sensitivity to change

Visual receptors here are likely to include visitors of Ham House and its garden. With the relatively unhindered and well composed view, within a local historic park that includes important heritage assets, the sensitivity to change is considered to be *high*.



Viewpoint map



View 12 - PROPOSED: Ham House Garden, looking south-west

**Proposed**

The Proposed Development is shown as a purple dotted wireline. No part of the Proposed Development will be visible from here, as it sits well below the prevailing dense tree line and is at a considerable distance away from this location.

Magnitude of change

Magnitude of change is considered as *no change*.

Residual effect

The visual effect is considered to be **no change** and **neutral**. This is not considered as significant in EIA terms.

View 13 - EXISTING: Sandy Lane & Ham Street, looking south-west

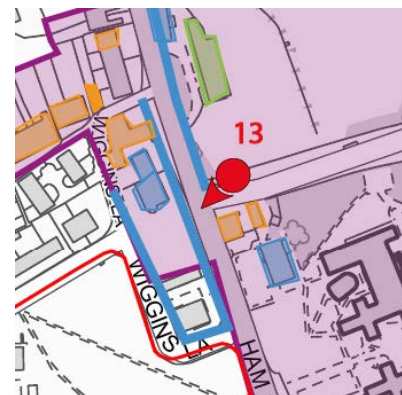
Existing

Looking south-west from Sandy Lane and Ham House Conservation Area, this view is located approximately 260 meters away from the centre of the Site. The foreground illustrates the the intersection with Ham Street, as well as the grass verge along the pedestrian pavement on Sandy Lane (visible in the right foreground). To the right middle ground, the view is framed by the grade II listed Beaufort House and its grade II listed boundary wall which extends across the length of the view. Beaufort House was built in the 18th century and rises to three storeys, featuring a dark brick façade, Doric porch, rusticated door surrounds with pediments, and sashed windows, with red brick surrounds. To the left the rear façade of the Royal Oak Public House can be seen, which is a building of townscape merit. Beyond the grade II listed wall there are a number of mature trees and the tops of houses can be seen in the middle distance. The existing buildings of the Site lie in the centre of the view and are barely visible from this distance due to the occlusion of trees and buildings in the foreground. This view offers a pleasant townscape composition.

Sensitivity to change

Visual receptors here are likely to include people who live and work in the area. The view is located within a conservation area and is showcasing a few designated and non-designated heritage assets, in addition due to the limited visibility to the Site, it is therefore considered that the sensitivity to change of this view is *medium*.

Viewpoint map



View 13 - PROPOSED: Sandy Lane & Ham Street, looking south-west



Proposed

The proposed development is shown in a purple wireline, and appears centrally in this image. The upper parts of some of the proposed blocks will be visible through the trees, primarily to the right of the pub and above the listed wall, but are not likely to be noticeable. The materiality of the proposed blocks will work harmoniously with the context seen in this image, allowing them to blend in well with their surroundings. This visibility will be further reduced in summer.

Magnitude of change

Magnitude of change is considered to be *small*.

Residual effect

The residual effect in this view is considered to be **minor** and of a **neutral** nature. This is not considered as significant in EIA terms.

View 14 - EXISTING: Ham Street, Grey Court School, looking west

Existing

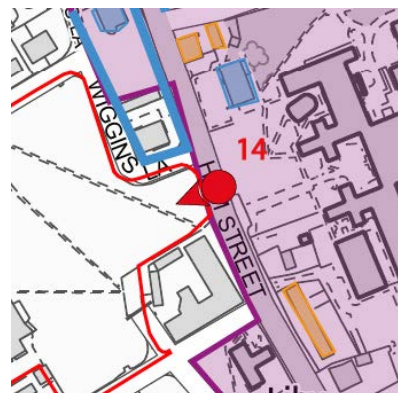
Taken from outside of Grey Court School, across the street from the Site and looking west towards the Site, the view is positioned on the edge of the Ham House Conservation Area, looking outside of the CA. The eastern boundary of the Site and the Village Green area are appreciated from here. The viewpoint is approximately 220 meters away from the centre of the Site. The Village Green is identified as open land of townscape importance within LBRuT local policies. Ham Street appears in the foreground of the view, along with the outdoor gym equipment, on the edge of the green and No.71 Ham Street with its ground floor shop, rising to three storeys, to the left. Mature trees occupy various locations in the close and middle ground of this image. A number of the existing eastern blocks of the Site are seen in the middle ground beyond the green, many rising to five storeys in height. The existing blocks have no clear visual or built relationship with the green or the streets around them.

Sensitivity to change

Visual receptors are likely to include people using the green for leisure and sport, as well as people using the school and other local facilities such as the shops, as well as local residents. The townscape presented in this view, is considered to have a low to *medium* sensitivity to change.



Viewpoint map



View 14 - PROPOSED: Ham Street, Grey Court School, looking west

**Proposed**

The Proposed Development is presented as a fully rendered photomontage in this image. From this distance the eastern elevations of Block U, rising to four storeys and seen to the right of the image, the eastern elevations of the six storeys Blocks V, and M, parts of Block O can be seen. Parts of Block S can be seen behind Block V and to the left, behind 71 Ham Street, is the proposed community centre building. The proposed blocks can be seen facing the Village Green, creating an interrelationship with the open space. The materiality, set backs of the top floors and articulation of the elevations, including the inset balconies, all help reduced the perceived massing, while enhancing the existing character of this part of Ham, creating a better sense of place for the Site and the immediate area. The overall height, as seen from here, is comparable to that of the existing buildings on Site, albeit with a denser, more gridded layout, following best practice for urban design.

Magnitude of change

Magnitude of change is considered to be *medium*.

Residual effect

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

View 15 - EXISTING: Richmond Park View (King Henry VIII's Mound), looking south-west

Existing

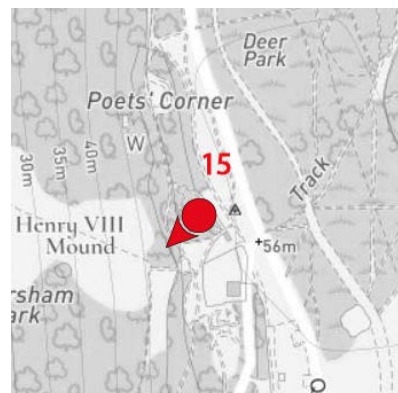
This viewpoint location is identified as a locally important vista in LBRuT's local policies. It is approximately 1.7 km away from the centre of the Site, to the northeast. A tree dominated panorama is presented in this view, shown in winter condition. The most prominent building visible from here, is the battlemented tower with octagonal bell cupola and lead ogee dome of the Parish Church of St Peter (grade II* listed). Most of the buildings in this view are occluded by the landscape features presented in the view, though some of the buildings on the Site can be glimpsed from here, in the distance (centrally). The spire of St Richard's Church can be seen towards the left of the Site.

Sensitivity to change

Visual receptors include people visiting Richmond park and King Henry's Mound. The sensitivity to change is considered *high*.



Viewpoint map



View 15 - PROPOSED: Richmond Park View (King Henry VIII's Mound), looking south-west

**Proposed**

The Proposed Development is shown in purple wireline. The upper floors of the taller blocks (seen centrally in the composition) will be visible from this location. The materiality of the proposed blocks, along with the landscape elements within the blocks and the Site, as well as the trees surrounding the Site are likely to minimise the prominence of the Proposed Development. The blocks will not breach the horizon line and will generally remain below the prevailing tree line. This visibility will be reduced in summer condition.

Magnitude of change

Magnitude of change is considered to be *small*.

Residual effect

The residual effect is considered to be **minor to moderate** and of a **neutral** nature. This is not considered as significant in EIA terms.

View 16 - EXISTING: Richmond Hill, looking south-west

Existing

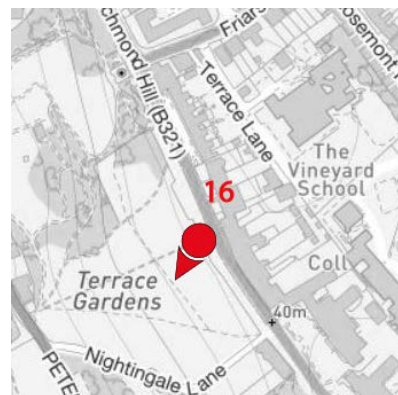
This viewpoint location sits on Richmond Hill to the north east of the Site, approximately 2km from the centre of the Site. It faces back, south-west offering a panoramic view. Many artists have painted landscapes from Richmond Hill, though these often faced more towards Marble Hill and the west. The Richmond, Petersham and Ham Open Spaces Act (1902) prevents development of the land on and below Richmond Hill in order to protect the unique and distinctive open views that it provides towards the west. It should be noted that the view, is more of a panorama than a specific viewpoint. For the purpose of this study, the view has been chosen for maximum visibility towards the Site.

The view is taken from an elevated position on Richmond Hill Terrace. The most prominent building in this view is the Petersham Hotel, featuring a distinctive pyramidal turret and seen to the left in the middle ground. The river Thames can be seen in the middle distance, meandering amongst the heavily tree-scaped view. Some built form can be distinguished between the trees, but is not particularly prominent from here. The existing buildings on the Site are not discernible from here.

Sensitivity to change

Visual receptors are likely to be the local residents and people visiting the area and the viewing point on the terrace. The sensitivity to change is considered to be *high*.

Viewpoint map



View 16 - PROPOSED: Richmond Hill, looking south-west

**Proposed**

The Proposed Development is shown as a purple wireline and can be seen centrally in this view, in the distance. Upper parts of some of the blocks of the Proposed Development may be visible from this location, but are not likely to be prominent between the trees, especially due to the materiality and setbacks proposed for the upper floors and will be consistent with the partial visibility of built form in the wider context of the view. Any visibility will be reduced in summer months.

Magnitude of change

Magnitude of change is considered as negligible to *small*.

Residual effect

The residual effect is considered as **minor to moderate** and of a **neutral** nature, which is not considered as significant in EIA terms.