

# 1. Introduction

## Introduction

1.1 This Townscape and Visual Impact Appraisal (TVIA) has been prepared to support the application for full planning permission for the proposed residential led mixed use development at the Greggs Bakery Site and No 2 Gould Road, Twickenham, TW2 6RT (hereafter referred to as the ‘Scheme Proposal’) located in the London Borough Richmond upon Thames (LBRuT).

1.2 This TVIA has been prepared on behalf of London Square Developments Ltd. (‘the Applicant’) and assesses the effects of the Scheme Proposal (described below), on the townscape and visual receptors of the former Greggs Bakery site (hereafter referred to as the ‘Site’) and its surroundings; the location of which is shown in **Figure 1.1**. The application is for

1.3 *“Demolition of existing buildings (with retention of a single dwelling) and redevelopment of the site to provide up to 116 residential units and 175 sqm commercial floorspace (Use Class E) with associated hard and soft landscaping, car parking and highways works and other associated works”*

1.4 An application for a similar development was submitted and validated in February 2019, (ref 19/0646/FUL) and the application reports included a TVIA (ARC Ref A222-RE01-REV4). As a result of comments received following the submission, the scheme drawings were updated and resubmitted. TVIA Addendum was prepared (ARC Ref A222-RE02-REV1) and submitted in October 2019. The application was refused planning permission in August 2020 with two reasons given which related to the loss of industrial floor space and the provision of affordable housing .

1.5 Following an internal review by the applicant, the scheme proposals have been amended for re-submission, and this TVIA (Ref A222-RE03) has been prepared to accompany the new planning application. The changes to the scheme proposals, however do not affect the external form or appearance of the buildings and following a site visit in February 2022, it was confirmed that there were no changes to the baseline used in the 2019 TVIA.

1.6 This TVIA, therefore re-uses the assessment and verified views that were prepared for the previous application. The exception to this is a minor amendment to the massing of the adjacent scheme proposals for Lockcorp House which appears in two of the views. This TVIA has also been updated to reflect current planning policy.

## Background

1.7 The TVIA is set out in five sections. Section two provides a summary of the approach and methodology used. This is followed by section three, which assesses the baseline situation of the Site and its surroundings (the baseline study) in respect of both townscape character and visual amenity. This established the sensitivity of the Site against which the Scheme Proposal is assessed. The fourth section provides an appraisal of effects of the Scheme Proposal on the previously identified baseline situation. A summary of the findings is set out at the end of the report. The TVIA is supported by a series of figures, photos and appendices, the latter includes an appraisal of effects on the identified representative views.

1.8 To support the TVIA a total of seven representative views have been used to inform the potential townscape and visual effects. The location of these were agreed in consultation with LBRuT prior to the 2019 planning application. For each view existing photography and proposed ‘accurate visual representations’ (AVR) have been provided. The AVRs have been prepared through overlaying photographs from the agreed viewpoints with a representative model of the Scheme Proposal. Additional non-verified CGIs, illustrations and elevations are included within the architect Assael’s Design and Access Statement and should be read in conjunction with this appraisal.

## Planning Context

1.9 Relevant planning policy for the Site includes the Greater London Authority’s (GLA) London Plan (2021), along with LBRuT’s local planning policies. These documents provide local guidance with regard to development affecting townscape and visual matters.

1.10 The Site is not covered by any planning policy designations relating to townscape value. It falls within Twickenham Village and the Twickenham Village Planning Guidance Supplementary Planning Document (2018), which recognises it as falling within the ‘North of the Green’ character area No. 11.

1.11 The relevant planning policy context within which the Scheme Proposal is considered is set out in full at **Appendix A**.

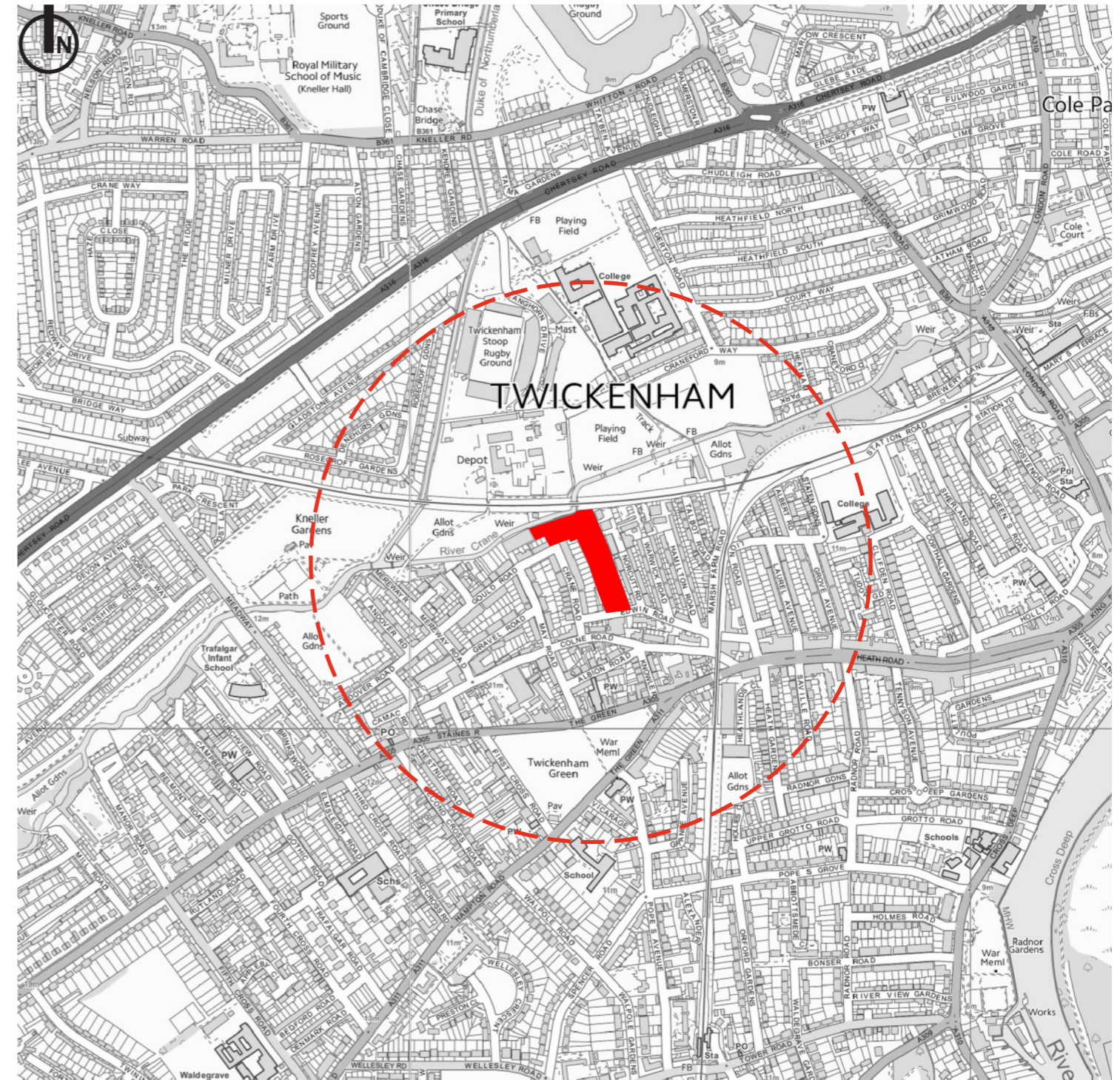


Figure 1.1 - Location Plan

Key:  
■ Site  
 Study Area