



 GREGGS



2. Appraisal Methodology

Introduction

2.1 The methodology and approach in undertaking this appraisal is based upon informed and reasoned professional judgement, taking into account a combination of quantitative and qualitative factors.

Summary Methodology

2.2 This TVIA is undertaken with a prior understanding of the nature of the Scheme Proposal and its purpose is to assess how it may affect the townscape and visual amenity of identified receptors. In line with best practice, whilst interrelated, townscape and visual effects are considered separately. It is carried out in accordance with the Guidelines for Landscape and Visual Impact Assessment, Third Edition (2013), An Approach to Landscape Character Assessment (2014) and GLA's Shaping Neighbourhoods: Character and Context SPG (2014). The following provides a summary of the approach taken in this appraisal, with the methodology set out in full in **Appendix B**.

2.3 Through a combination of desk based and field studies, receptors, which may be affected by the Scheme Proposal, are established. The term 'receptor' is used to mean an element or assemblage of elements (e.g. people using a public right of way or a townscape character area) that may be affected by the Scheme Proposal.

2.4 The first stage of the appraisal is to identify the baseline conditions of the Site and surrounding study area. The existing elements and characteristics that contribute to the townscape are considered to establish townscape character area receptors. This includes reference, where relevant, to published character assessments and conservation area appraisals. Visual receptors are recognised along with representative, specific or illustrative views to establish the visibility of the existing Site. Consideration will be given to local views that are identified in planning policy or guidance documents.

2.5 The next stage considers the value of a receptor and its susceptibility to the proposed change; this is used to establish the receptor's sensitivity. The Scheme Proposal is then considered and from this the potential degree of 'effect' is predicated and assessed on the previously identified receptors, at the first year of operation.

Study Area

2.6 The Site occupies 1.1 hectares and the study area (as illustrated in **Figure 1.1**) for the townscape character area appraisal includes both the Site and its wider context at a 500 metre radius from its centre. The visual appraisal considers the zone of theoretical visibility (ZTV) within this study area, with further long distant views being considered where identified and relevant.

Assumptions and Limitations

2.7 In considering the effects of the Scheme Proposal upon the townscape character areas and visual receptor's representative views the TVIA is based on the AVRs, set out in **Appendix C**, and material that accompanies the planning application, including the supporting Design and Access Statement, prepared by the architect Assael.

2.8 The TVIA has been undertaken based on access to publicly accessible areas; whilst the potential effects from residential properties have been considered, no access was gained and so the appraisal is based on professional judgement based on the nearest publicly accessible location.

Emerging context

2.9 The employment site to the northeast of the Site, Lockcorp House, was previously granted approval at appeal (application reference 17/1033/FUL and appeal reference APP/L5810/W/17/3187677) for a part four part five storey building (as assessed in the 2019 TVIA). A subsequent application (reference 19/2789/FUL) was approved in June 2020 and whilst at the time of preparing this TVIA works had not started on site, the cumulative effect of the 2020 scheme for Lockcorp House scheme has been considered as part of this appraisal and modelled as wirelines in the verified views..

2.10 Notwithstanding the length of time since the previous TVIA was prepared, with the exception of domestic applications, there have not been any further planning applications that require consideration within this TVIA.



3. Baseline Conditions

Introduction

3.1 This section considers the existing Site in terms of the physical townscape and its components along with the townscape character receptors and visual amenity from existing visual receptors. The 'value' of each townscape character and visual receptor has been considered as part of the baseline study through the desk-based review and site visits and this contributes to the resultant 'sensitivity' of each receptor established at the appraisal of effects stage.

The Site and its Surrounding Context

The Site

3.2 The Site is broadly upside down 'L' in shape and there is a limited change in ground level making it relatively flat. The majority of the Site consist of post war industrial buildings associated with the former bakery. This includes several warehouses with small to medium footprints that typically include brick façades and corrugated metal, shallow, pitched roofs. These structures are one to three storeys high and have areas of hard standing carparks and loading areas. The Site does not include or fall within a designated heritage asset.

3.3 The northern portion of the Site is accessed from the junction of Gould Road and Crane Road, whilst the southern is accessed from Edwin Road. At the Site's north western entrance is the former bakery's three storey office building, which has a white painted brick façade and slate pitched roof. Two tall storage silos are located close to the southern entrance and provide a local landmark within the immediate townscape.

3.4 The southern boundary of the Site is defined by Edwin Road and the northern boundary by the bank of the River Crane and the embankment of a railway line. The back garden fence line of the residential properties associated with Norcutt Road and Lockcorp House define the eastern boundary, whilst the back garden fence line of the Crane Road residential properties the western boundary. The north western boundary is defined by the back garden fence line of the Gould Road residential properties and the built form of Crane Mews.

The Surrounding Context

3.5 In order to establish the characteristics of the townscape, consideration has been given to the historical development of the study area and its surrounding context.

Historic Context

3.6 The history of the study area is discussed in detail within the Twickenham Village Planning Guidance SPD (2018) under "Character Area 11: North of the Green". In summary, the guidance recognises that development of this area did not occur before the late 19th century and mainly focused along Colne Road, Mereway Road, Albion Road and May Road, close to Twickenham Green (formerly named Twickenham Common), to the south of the study area.

3.7 The Site area, however, remained undeveloped up to the beginning of the 20th century; with the area located between the railway and the north of Edwin Road and Colne Road (including the Site) occupied by orchards and arable land.

3.8 At the start of the 20th century the area around the Site and to the east and west of the study area became developed with terraced housing. Small industrial areas appeared between this residential area and the river, including the northern western corner of the Site and the first electricity works of Twickenham.

3.9 At the same time with the expanding residential population, to the north of the River Crane, a sewage works and fever hospital was built. The former increases in size until it moves and the land becomes a depot in the mid 20th century and the latter remains until the 1930's. During this period the majority of the linear section of the Site remains empty, with historically mapping from the early to mid 20th century recognising it as being an "Allotment Garden". Although a laundry building appears at the south of the Site.

3.10 In the mid to late 20th century the northern section of the Site becomes developed with a large bakery in the 1960's, whilst the laundry building at the south remains along with a new works building. To the southeast of the study area an area of terraced housing is cleared for re-development between Edwin Road and Colne Road.

3.11 By the end of the 20th century the bakery has extended to cover the whole of the Site and the electricity works closed when a modern sub-station is built. In the early 21st century the latter was converted to residential apartments and established as a building of Townscape Merit.

Landform

3.12 The Site and study area's topography is located within the River Thames flood plain and relatively flat at around 9 to 13 metres above ordnance datum (AOD). Outside of the study area the landform remains broadly flat, with the land rising up to Richmond Park at around 60 metres AOD some 3.4 kilometres to the east.

Land use

3.13 The majority of the study area contains a residential land use (predominately early 20th century) to the south, east and west. Along with typical land uses associated with a residential area such as small local shops, which are concentrated along Twickenham Green, and education uses such as GEMS Twickenham Primary and Richmond upon Thames College. Small to medium sized light industry uses are spread amongst the residential area along Staines Road, Merway Road, Colne Road and Edwin Road.

3.14 A series of green spaces are located to the north of the Site, along the River Crane corridor. These include Kneller Gardens, Mereway Nature Park and Craneford Way Recreational Grounds as shown in **Figure 3.1**. To the far north, behind the railway line and River Crane, are the Central Depot and Twickenham Stoop rugby ground, along with further mid 20th century residential area.

Movement

3.15 The secondary routes of the A305 (Heath Road and Staines Road) and the A311 (Hampton Road) run to the south of the study area and provide access between Twickenham and Hanworth and Hampton. Outside of the study area, to the north, runs the dual carriageway of the A316.

3.16 The South Western railway line from London Waterloo splits in north east corner of the study area, with the southern arm traveling to Shepperton and looping back to London Waterloo on a railway embankment. The western branch, passing right to the north of the Site's boundary, travels on a slight embankment to Staines, Windsor and Reading.

3.17 This railway line also physically prevents pedestrian and vehicular movement within the study area, with the roads between the line and the A305 being typically tertiary roads that are mainly used by the residents and industrial uses. Only one footbridge and one tunnel provides pedestrian access over the western branch railway line and a series of tunnels and bridges that deliver both pedestrian and vehicular access under the southern arm of the railway line.

Built form and appearance

3.18 The movement network defines an irregular grid pattern around the Site, with buildings typically addressing the pavement. The majority of the built form within the study area date from the Victorian period with pockets of Edwardian terraces and few mid to late 20th century buildings.

3.19 The built form that immediate surrounds the Site, along the adjacent streets, are broadly consistent in architecture style. They are characterised by London stock brick facades with pitched slate roof and protruding chimneys. Some facades have been painted over or rendered but most keep their original brick façade with red brick detailing. Depending on the street, the built form fronts directly onto the pavement or steps slightly back with small front garden with low brick walls or fencing separating it from the pavement.

3.20 Diversity arises between each road with specific features distinguishing each street from the others such as round arched porched recesses, opening directly onto Warwick Road and Hamilton Road or the prominent red brick bow window and façade detail for those along May Road.

3.21 Some industrial pockets characterise by single storey warehouse units and parking spaces can be found randomly along Staines Road, Merway Road, Colne Road and Edwin Road, including the Site and a vehicle repair shop on the opposite side of the road.