

Baseline Visual Appraisal

3.30 The first stage of the baseline visual appraisal is to establish the zone of theoretical visibility or visual envelope of the site, in other words, the extent of the area from which the Site is visible. This is done through a combination of desk-based work, assessing the surrounding topography from maps and surveys and site visits where the visual receptors are confirmed.

3.31 The second stage, considers the Site’s visibility from the surrounding visual receptors. It establishes the nature of the view and to what extent the site contributes to the view. This is demonstrated through a selection of representative views, which are set out and described in Appendix C.

Stage 1 – Site visibility

3.32 Following the desk based review of local OS mapping, a site visit was undertaken on 13th November 2018. This established the visibility of the Site and a number of visual receptors were identified (refer to stage 2). A further site visit was undertaken February 2022 to confirm any changes to the baseline condition, however following a review of each of the selected view points it was found that there was no discernible change to any of the views.

3.33 Existing views to the Site are largely restricted due to the surrounding built form, with open to partial views gained from the immediate townscape of Edwin Road (View 2), Gould Road (View 3), Crane Road (View 4) and a limited section of Norcutt Road. It is considered that views onto the Site’s buildings can be gained from these roads associated properties that back onto the Site. Views become glimpsed along these roads when travelling away from the Site.

3.34 The Site can be gained from Craneford Way Recreational Ground (View 6) and the immediate sections of the footpaths associated with Crane Park, to the north of the study area. Vegetation and built form prevents further visibility to the north (View 5).

3.35 Due to the flat landform the footbridge above the western branch railway line and the elevated southern arm railway line provides a raised vantage point to glimpse the Site’s silos and roofscape (View 7).

Stage 2 – Appraisal of views

3.36 This visual appraisal is supported by representative views and, in order to identify them, consideration has been given to the London View Management Framework SPD (LVMF) and local planning policy documents and guidance.

3.37 The Site does not fall within or adjacent to a LVMF view. Local views are identified within LBRuT’s 2015 Local Plan: Proposals Map, those relevant to the Site include:

- Vale of the Thames Panoramic, from Richmond Hill. Whilst this view takes in the Site (some 3km away), the Site’s buildings are not discernible within the view due to intervening built form and vegetation.
- Vale of the Thames Panoramic, from Richmond Park (looking on the opposite direction to St Paul’s Cathedral which is identified as a protected linear view). Again, this view takes in the Site (some 3.4km away), but the Site’s buildings are not discernible within the view.

3.38 Whilst the Site does not fall with a conservation area, three such areas fall within the study area and have supporting statements or appraisal that identify and discuss views.

- Twickenham Green Conservation Area
- Hamilton Road Conservation Area
- Rosecroft Gardens Conservation Area
- Twickenham Green Conservation Area Statement establishes the following local views (summarised below).
- Westward view along Heath Road. This view is not directed toward the Site and therefore it will not be tested.
- View down May Road towards Holy Trinity Church across the green. This view is directed to the opposite direction of the Site and will not be tested.
- Views along First Cross Road. These views are not directed toward the Site and will not be tested.

3.39 The statement recognises the Twickenham Green is “enclosed by a diverse collection of fine buildings” and therefore representative view 1 tests how the Site currently interacts with this skyline.

3.40 Hamilton Road Conservation Area Appraisal identifies one local view:

- Northward view along Hamilton Road terminating by the works buildings (Athelsan Place), a key landmark and Building of Townscape Merit. This view is not directed toward the Site and will not be tested.

3.41 Rosecroft Gardens Conservation Area do not recognise any local views. It is considered that views will not be possible from this conservation area to the Site due to the intervening built form and will therefore not be tested.

3.42 This appraisal is supported by a representative view appraisal set out in **Appendix C**. Consideration of the selection of these representative views is discussed at the end of this section.

3.43 Based on these findings and the field survey undertaken, the following representative views are considered an appropriate selection to test the Site and Scheme Proposal in a series of Accurate Visual Representation (AVRs) summarised in **Table 3.2**. These locations are also illustrated on the attached **Figure 3.5** and described within **Appendix C**.

Table 3.2 – Representative views

No.	Location	Distance	Visibility	Value
1.	Twickenham Green’s southern corner	Medium (435m)	No view	High to medium
2.	Junction between Warwick Road and Edwin Road	Short (90m)	Partial view	Medium to low
3.	Junction between Crane Road and Edwin Road	Short (95m)	Glimpsed view	Medium to low
4.	Junction between Gould Road and May Road	Short (150m)	Glimpsed view	Medium to low
5.	Kneller Gardens western corner, looking east	Medium (705m)	No view	Medium
6.	Craneford Way Recreational Ground	Medium (270m)	Partial view	Medium to low
7.	Footbridge crossing the railway	Medium (260m)	Glimpsed view	Low