



 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.



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