



GREGGS

GJ65

4. Appraisal of Effects of the Scheme Proposal

Introduction

4.1 This section considers how the Scheme Proposal, described below and illustrated in the accompanying planning application documents, will affect the receptors identified in the baseline study. The second part of this section describes the anticipated effects relating to the Site and the townscape character. The third part describes the effects on the visual receptors and the supporting representative views.

4.2 To assist in defining the effects, the sensitivity of the townscape character and visual receptors representative views are considered. As outlined in the methodology, sensitivity is determined by combining assessments of value (set out in **Appendix B**), and an appraisal of the susceptibility of the receptors to the Scheme Proposal.

4.3 For each receptor, the magnitude of change resulting from the Scheme Proposal is then described. The magnitude of change, upon completion of the Scheme Proposal, considers the effects in terms of duration, reversibility, geographical extent and size or scale. The Scheme Proposal is considered to be long term and permanent and therefore to avoid unnecessary duplication, duration and reversibility are not discussed further.

Description of Scheme Proposal

4.4 The Scheme Proposal seeks full planning permission for the demolition of existing industrial buildings across the Site with the retention of an existing two storey end of terrace dwelling house on Gould Road and the redevelopment of the Greggs Bakery Site through the provision of a variety of buildings ranging from 2 – 5 storeys, comprising delivery of mews housing, apartment buildings to the north of the Site fronting the River Crane and the delivery of an industrial building fronting Edwin Road. The development will include 97 new homes and 883 sqm industrial floorspace (Use Class E(g)(iii)) and 117sqm of affordable workspace (Use Class E). It is set within an area of new public realm that opens up access to the south side of the River Crane.

4.5 The supporting Design and Access Statement, prepared by Assael, illustrates how the Scheme Proposal has been carefully considered and designed in response to the Site's opportunities and constraints and its context. The proposed design has been developed in response to the

reasons for refusal against the scheme submitted in 2019 which included loss of industrial floor space and provision of affordable housing. The design also addresses comments made during the design review and subsequently, following consultation with local stakeholders and LBRuT Officers.

4.6 The previously submitted scheme received positive feedback in respect of design and massing and were supported, in this regard, within the Officers report. Design matters did not contribute to the reasons for refusal of the 2019 application.

4.7 The Scheme Proposal has been informed by the following design principles, which are set out in full within section 3.10 of the Design and Access Statement:

- Remove all existing buildings with exception of the end terrace house on Gould Road;
- Industrial floorspace re-provided and consolidated to suit constraints of traffic with access off Edwin Road to respond to the roads existing character
- New residential buildings either side of access route from Crane Road forming new terraced street connecting to the existing residential street grain
- Larger residential building footprints towards the river and railway edge
- Articulation of massing into collections of blocks with breaks in keeping with the surrounding context
- Variation in materiality to reflect the surrounding street characters
- Heights and roof forms to respond to the context and blend it into the townscape
- Developed roofscape to respond to the context
- Optimise landscaping to riverside, gardens and new street.

4.8 The Scheme Proposal comprises houses, apartment blocks and an industrial unit which is located at the Edwin Road entrance, to the south. The Scheme proposal can be divided in three character areas (as shown in **Figure 4.1**):

- Industrial
- The Mews; and
- The Riverside.

4.9 The following descriptions are taken from the Design and Access Statement which also includes further illustrative information on the architectural approach and façade materials.

4.10 The Edwin road frontage provides the industrial element of the scheme as it has better access and responds

to the existing industrial uses opposite. The footprint of the building has been positioned to avoid the sewer line, but push the building further away from the Norcutt Road houses, giving them better access to daylight and sunlight.

4.11 At the opposite end of the site and accessed via the existing Crane Road access point the development the building forms are larger and set further apart as is common to the neighbouring context. The buildings have been laid

out to avoid the creation of single large blocks which are over dominant for the area. Instead there are four distinct building forms which can be read individually. These buildings have been set back from the river edge to retain a minimum of 8m from the river bank, reducing the buildings impact from key views on Crane park recreation ground and providing room for surface parking and riverside. A landscaped podium garden within the two apartment buildings conceals additional parking at ground floor.

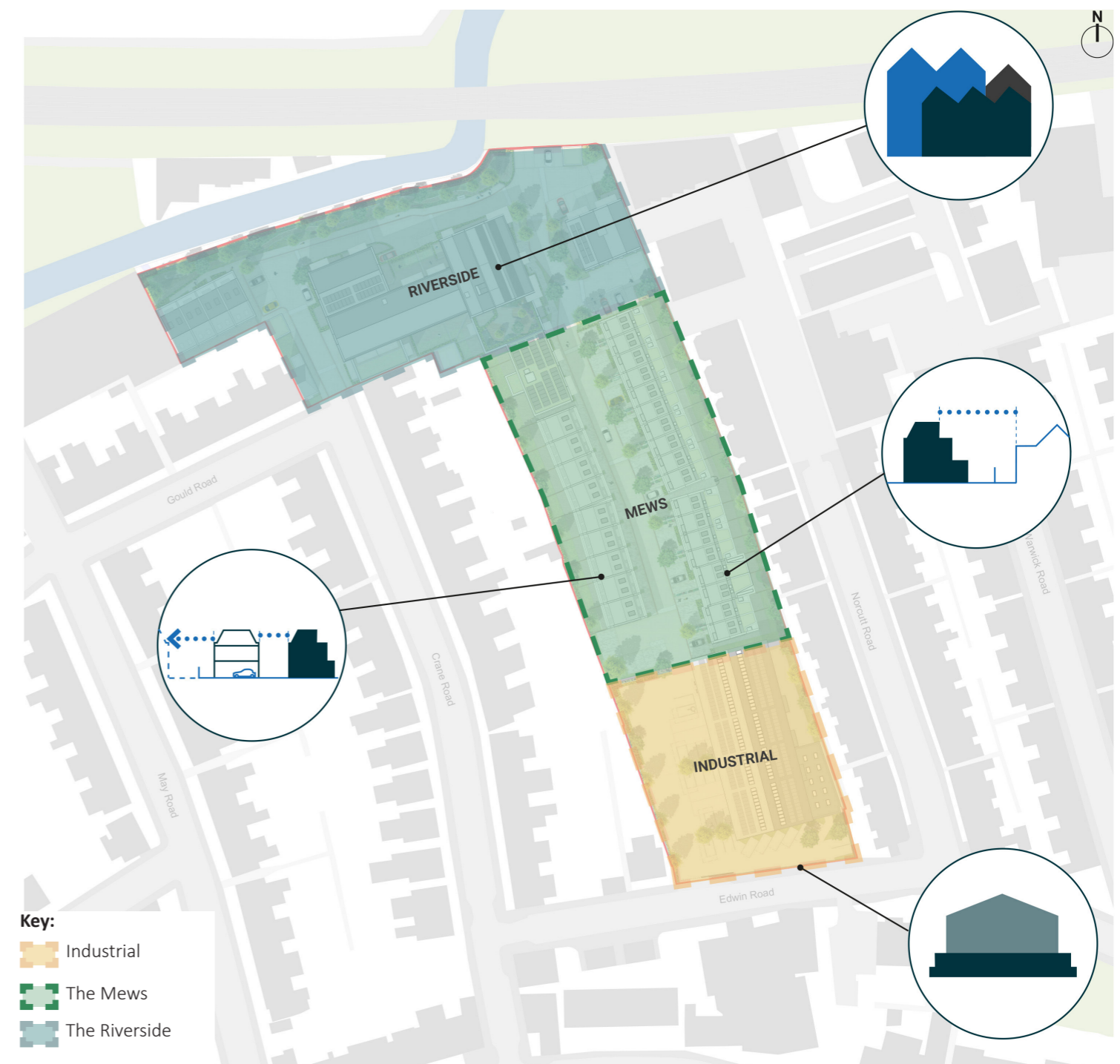


Figure 4.1 - Scheme Proposal Character Areas

4.12 The mews street is set at 13m wide, similar in width to many of the neighbouring streets. This allows for a driveway and front garden to the houses on the east side, and an integrated garage to the houses on the west side, whilst maintaining a large shared surface road and walkway. The houses are not centred on the site boundary so as to avoid the sewer line and increase the distance from the backs of the Norcutt Road houses. The tight urban grain of the street and those nearby creates a clear domestic scale, level of comfort and safety when walking down the street, and sense of community. Gaps have been introduced in the east terrace providing relief between the building and matching neighbouring streets. In addition the houses also step in and out, adding a playfulness to the street frontage, as well as further breaking down the terrace.

4.13 During the construction phase all contractors will be required to apply good practice measures site measures as part of a Construction Management Programme. It can be assumed that the programme will include standard construction methods and housekeeping will be maintained to keep a tidy site and reduce visual clutter during construction works.

Effects on Townscape Character

4.14 The following section considers the effects of the Scheme Proposal on townscape character at the local level. Definitions and criteria used are found in **Appendix B**.

4.15 There will be temporary, localised effects during the construction phase caused by additional larger vehicles, deliveries, cranes and plant etc. These effects are considered to be negative, however they will be short-lived and temporary in nature and are not considered further.

4.16 At a national level the townscape character has been considered in line with the NPPF and the Scheme Proposal is *“sympathetic to local character and history, including the surrounding built environment and landscape setting”*, as set out in paragraph 130. Whilst at a local level the Scheme Proposal responds *“to the existing character of a place by identifying the special and valued features and characteristics that are unique to the locality and respect, enhance and utilise the heritage assets and architectural features that contribute towards the local character”* in accordance with ‘Policy D.3 Optimising site capacity through the design-led approach’ of the London Plan.

4.17 The Scheme Proposal also considers *“the relationship to existing townscape, development patterns, views, local grain and frontages as well as scale, height, massing, density, landscaping, proportions, form, materials and detailing”*, as discussed in LBRuT’s Local Plan Policy LP1-Local Character and Design Quality. It has also been designed to address LP2-Building Heights with the Scheme Proposal generally reflecting the existing and emerging prevailing building heights within the study area.

4.18 The Site falls within ‘TCA3 Twickenham West’. This has been recognised as having a high to medium value within the baseline section of this appraisal. The Scheme Proposal is of a scale and mass that will not detract from the surrounding context and will help to reactivate the street frontage to Edwin Road and provide a new area of public realm to the River Crane.

4.19 It is considered that ‘TCA3 Twickenham West’ can accommodate the Scheme Proposal and has a medium susceptibility to the change proposed, as defined in the methodology set out in **Appendix B**. Through assessing the ‘value’ and ‘susceptibility to change’ it is concluded that ‘TCA3 Twickenham West’ has a high to medium sensitivity to the Scheme Proposal.

4.20 Overall it is considered that the Scheme Proposal improves the townscape situation of ‘TCA3 Twickenham West’, as shown in representative views 2, 3, 4 and 7 of **Appendix C**. The Scheme Proposal has a direct, permanent, medium magnitude of change and overall **moderate and beneficial effect**.

4.21 The Scheme Proposal indirectly affects the areas of ‘TCA4 Heatham Estate’ which are close to the Site (representative view 6) and from which partial to no views are possible. Overall, the Scheme Proposal has an indirect, permanent, low magnitude of change and overall **minor and neutral effect** on TCA4.

4.22 The Scheme Proposal will also result in an indirect negligible to none magnitude of change and overall minor to **negligible and neutral effect** on ‘TCA1 Crane Park’ (representative view 2) and ‘TCA2 Twickenham Green’ (representative view 1) and their value, susceptibility to change and sensitivity are summarised in **Table 4.1**.

4.23 The Scheme Proposal enhances the townscape character and visual appearance of this area of Twickenham. The Scheme Proposal provides a well-designed development which relates positively to the existing building line of Edwin Road and respects the receiving context.

Table 4.1 – Townscape Character Area Appraisal of Effects

Townscape Character Area	Value	Susceptibility to change	Sensitivity	Magnitude of change	Effect
TCA1 Crane Park	High to medium	High to medium	High to medium	Negligible to none	Minor to negligible neutral
TCA2 Twickenham Green	High	High	High	Negligible to none	Minor to negligible neutral
TCA3 Twickenham West	High to medium	Medium	High to medium	Medium	Moderate beneficial
TCA4 Heatham Estate	Medium to low	Low	Low	Low	Minor neutral

Effects on Visual Receptors

4.24 With the implementation of the Scheme Proposal, it is considered that the Site's ZTV will increase slightly, with the views from the visual receptors identified previously within the baseline section remaining broadly the same, but new views possible to the roof in the medium distance from the north of the study area.

4.25 There will be temporary, localised changes in the view from some visual receptors during the construction phase, typically associated with the temporary enclosure of the Site with hoarding and views of construction plant. These effects are considered to be negative, however they will be short-lived and temporary in nature and are not considered further.

4.26 In order to identify and assess the likely effects of the completed Scheme Proposal on the identified views and visual receptors, rendered Accurate Visual Representations (AVR) have been prepared. AVRs are defined as images that illustrate the location, scale, degree of visibility, visual description of architectural form and use of materials.

4.27 The AVRs and a description of the likely effects of the Scheme Proposal within all seven representative viewpoints are provided at **Appendix C** and in **Table 4.2** which provides a summary of the findings relating to the value of the views, the sensitivity of the receptors and the magnitude of change resulting from the Scheme Proposal.

4.28 The following provides a summary of the visibility of the completed Scheme Proposal for the key visual receptors / receptor groups:

- Overall it is considered that the Scheme Proposal will not be visible from the majority of publicly accessible areas within the conservation areas that surround the Site. The

effect of built form and intervening vegetation typically prevent a view to the Scheme Proposal from Twickenham Green, as demonstrated in representative view 1.

- It is considered that the Scheme Proposal will have a negligible impact on the two local panoramic views of the Vale of Thames identified within the LBRuT's Local Plan Proposals Map in the winter, due to the intervening built form and vegetation.
- It is considered that the Scheme Proposal will be visible from the Footpath adjacent to the Depot's southern boundary and from Craneford Way recreation ground (representative view 6), but not from Kneller Garden due to intervening vegetation, as demonstrated in representative view 5.
- Where the windows are orientated towards the Site, it is considered that partial to glimpsed views will be possible to the Scheme Proposal from the upper stories of the low to mid rise residential properties and taller residential apartment block located within 500 metres of the Site. The view will be reduced the further positioned away from the Site.
- Representative views 2, 3 and 4 demonstrate that the Scheme Proposal will be visible from the public highway where roads are orientated towards the Site. Representative view 7 illustrates it will also be visible from elevated footpath within 300 metres of the Site and it is considered a similar view will be afforded by the raised southern arm railway line.

Table 4.2 – Representative Views Appraisal of Effects

No.	Representative View	Value	Susceptibility to change	Sensitivity	Magnitude of change	Effect
1	Twickenham Green	High to medium	High	High	None	None
2	Warwick Road (south)	Medium to low	Medium	Medium	Medium to low	Moderate to minor / Beneficial
3	Edwin Road (west)	Medium to low	Medium	Medium	Low	Minor / Beneficial
4	May Road (north)	Medium to low	Medium	Medium	Medium to low	Moderate to minor / Beneficial
5	Kneller Gardens	Medium	High	High	Negligible to no	Negligible / Neutral
6	Craneford Way Recreational Ground	Medium to low	Low	Medium to low	Medium to low	Moderate to minor / Beneficial
7	Footbridge crossing the railway	Low	Medium	Medium to low	Low	Minor / Beneficial



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