



Kingston Bridge House
Townscape and Visual Appraisal
September 2022

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Appendix A: Photomontages (prepared by Glass Canvas Ltd)

1. Introduction

1.1 Purpose of Report

1.1.1 This report has been prepared by GL Hearn on behalf of Westcombe Plan Developments Ltd to accompany a planning application for the redevelopment of Kingston Bridge House, Hampton Wick.

1.1.2 The site is located on the northern side of the junction between Church Grove and Hampton Court Road in Hampton Wick, within the London Borough of Richmond upon Thames.

1.1.3 The proposal is for the redevelopment of the existing building (student accommodation) to create 70 residential units with associated external works including infilling an existing undercroft and altering the façade of the building and provision of new fenestration.

1.1.4 More information on the proposed development can be found within Section 6 of this report.

1.1.5 This report should be read in conjunction with the documents which accompany the planning application, in particular the following documents:

- Design and Access Statement;
- Heritage Statement
- Planning Statement
- Daylight Sunlight Assessment

1.1.6 This appraisal sets out the relevant townscape/visual policy context, explains the methodology used for this appraisal, describes the townscape and visual characteristics of the study area and discusses the likely effects of the development proposals for the site (herein referred to as 'the proposed development') on the local townscape and visual amenity.

1.1.7 The appraisal is structured as follows

- Section 2 of the appraisal summarises the methodology used for this appraisal
- Section 3 summarises relevant townscape and visual policies
- Section 4 describes the existing townscape
- Section 5 describes the existing visual context
- Section 6 describes the proposed development
- Section 7 appraises the likely effects of the proposed development on the townscape and on visual amenity
- Section 8 provides a summary of the appraisal



Figure 1: Site Location (© Google Earth 2022)

2. Methodology

2.1 Overview

2.1.1 The methodology used for this assessment is based on advice contained in the 3rd Edition of the Guidelines for Landscape and Visual Impact Assessment (Landscape Institute and Institute of Environmental Management & Assessment, 2013) and the Landscape Institutes Technical Information Note 05/2017 Townscape Character Assessment. .

2.1.2 The site is located wholly within an urban context and so this appraisal necessarily focuses on 'townscape' matters (i.e. the relationship between built form, streets and spaces) rather than 'landscape' issues. It is acknowledged that 'the landscape' comprises of rural and urban environments, but the term is commonly associated with a rural context. The term 'townscape' better reflects the nature of the work undertaken and is therefore generally used instead of 'landscape' throughout this appraisal.



2.1.3 The process of assessing the townscape and visual effects of development comprises several stages as explained below.

2.2 Defining a Study Area

2.2.1 A desktop survey of the site and surrounding area was undertaken using relevant Ordnance Survey maps, aerial photographs and Google Earth. Based on the desktop survey, a preliminary study area of 500m radius from the site was defined. It was considered unlikely that the proposed development would result in any material townscape or visual impacts beyond 500m due to the increasing distance from the site and the appreciable density of built form and vegetation in the locality of the site.

2.2.2 A site visit was undertaken in September 2022 to verify the preliminary study area defined during the desktop study. This confirmed that the 500m study area defined for considering visual effects was appropriate and also confirmed that the proposed development would be unlikely to materially affect the physical townscape and townscape character beyond 500m from the site (see Figure 2).

Key

-  Site Location
-  500m Study Area

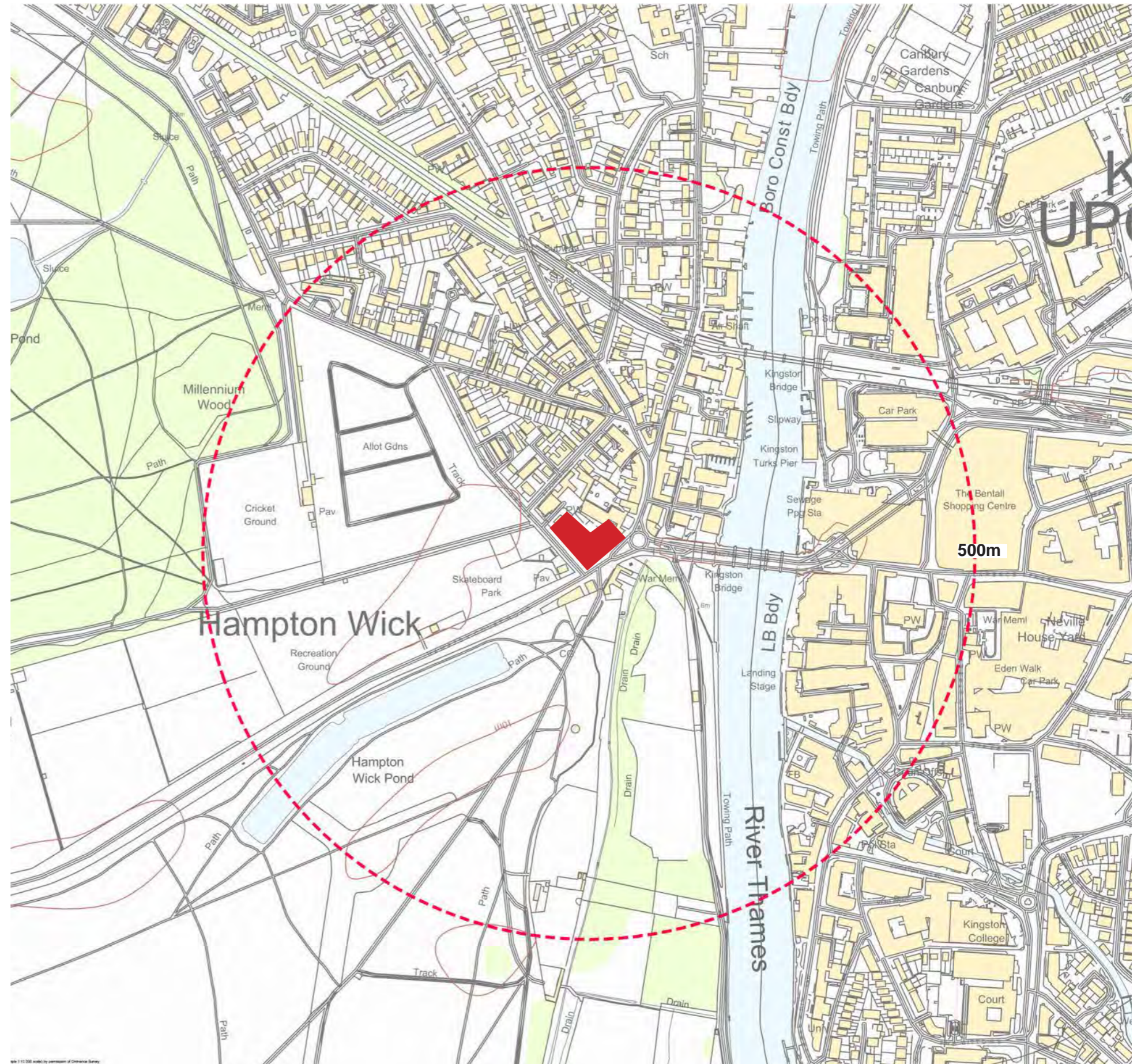


Figure 2: Study Area

2.3 Baseline Townscape and Visual Conditions

2.3.1 This stage describes and evaluates the existing local townscape (including townscape character), visual amenity and general visibility of the site. In doing so it identifies the key townscape and visual receptors to be included within the assessment. Townscape receptors within the study area typically include buildings, vegetation and listed buildings whilst visual receptors are people who experience static or transient views.

2.4 Identification of Effects

2.4.1 This stage identifies and describes the proposed development and most particularly those aspects of the proposed development that may impact on townscape and visual amenity. It also describes any mitigation that has been incorporated into the scheme design, including the avoidance and reduction of effects.

2.4.2 The effects of the proposed development on townscape receptors are assessed by evaluating changes to the local townscape character within the study area. The effects of the proposed development on visual receptors (i.e. people) are appraised by considering the effects on views from key viewpoints identified within the study area. The selection of the viewpoints takes into account: the value/importance of a view (for instance certain views may include statutory landscape, visual or historic designations); the potential number and sensitivity of viewers; and accessibility to the public.

2.4.3 The effects of the proposed development are assessed by considering the sensitivity of each receptor and the magnitude of effect on each of these receptors. Commentary is also provided on the nature of the effects (i.e. whether the proposed development would improve, maintain or detract from the townscape or a view).

2.5 Sensitivity of Receptors

2.5.1 The sensitivity of a townscape or visual receptor stems from its ability to “accommodate” the proposed development in terms of the existing townscape and the nature of the receptor or view. There are a number of attributes of the townscape or view that combine together to determine its sensitivity to the type of development proposed.

2.5.2 Criteria for assessing the sensitivity of a townscape and visual receptors are set out in Tables 1 and 2 and are based on guidance in GLVIA3.

Table 1: Criteria for Assessing Sensitivity of Townscape Receptors

High Sensitivity
<p>Townscape elements, features and/or areas which exhibit most or all of the following attributes:</p> <ul style="list-style-type: none"> • are in good or excellent physical state and condition; • display distinctive character (e.g. high level of scenic quality, tranquillity, sense of place etc); • strong connectivity, legibility, urban structure and form; • include areas designated to be of national policy importance for townscape; and/or • include areas where natural or cultural heritage features make a particular contribution to the townscape (or where there are important cultural associations); and / or • are highly valued by people (e.g. local community).
Medium Sensitivity
<p>Townscape elements, features and/or areas which exhibit most or all of the following attributes:</p> <ul style="list-style-type: none"> • are in a reasonable physical state and condition, but where some degradation may have occurred; • have a particular character but show evidence of alteration / degradation / erosion of features resulting in areas of mixed character; • some form of connectivity, legibility, urban structure and form; • include areas designated to be of local townscape importance; • include areas where natural or cultural heritage features make some contribution to the townscape (or where there are some cultural associations); • are valued by some people.
Low Sensitivity
<p>Townscape elements, features and/or areas which exhibit most or all of the following attributes:</p> <ul style="list-style-type: none"> • are in poor physical state and condition; • have little or no distinctive character; • weak connectivity, legibility, urban structure and form; • do not include any areas designated to be of townscape importance; • include few or no natural or cultural heritage features (or where they will make little or no contribution to the townscape); • be valued by few or no people.

Table 2: Criteria for Assessing Sensitivity of Visual Receptors

High Sensitivity
<p>Visual Receptors where most or all of the following attributes apply:</p> <ul style="list-style-type: none"> • the attention of people is primarily focused on the townscape or view around them; • the view exhibits desirable scenic characteristics with few (if any) detracting features; • views from public routes, spaces and buildings where appreciation of the view is an important contributor to people’s experience (e.g. scenic routes); • views from designated historical or cultural asset (or other similar attraction) and where appreciation of the view is an important contributor to the experience of people;
Medium Sensitivity
<p>Visual Receptors where most or all of the following attributes apply:</p> <ul style="list-style-type: none"> • the attention of a person or people is not focussed on the townscape or view around them; • the view exhibits some scenic characteristics with some detracting features; • views from public routes, spaces and buildings where appreciation of the view forms partly contributes to people’s experience; • views from a designated historical or cultural asset (or other such attraction) where appreciation of the view is not an important contributor to the experience of people.
Low Sensitivity
<p>Visual Receptors where most or all of the following attributes apply:</p> <ul style="list-style-type: none"> • the attention of a person or people is not focussed on the townscape or view around them; • the view exhibits few scenic characteristics and/or is characterised by detracting features; • views from public routes, spaces and buildings where appreciation of the view does not contribute to people’s experience.

2.6 Magnitude of Effect

2.6.1 The magnitude of effect is essentially the change that is likely to occur and is informed by:

- The size or scale of the effect arising from the development
- The geographical extent of the area that will be affected
- The duration of the effect and its reversibility

2.6.2 The magnitude of effect is classified using the criteria identified in Table 3.

2.7 Nature of Effect

2.7.1 In terms of the nature of effects, beneficial effects would occur where the townscape or view would be improved where the proposed development (or some aspect of it) will complement or contribute to the townscape receptor or view by adding positive qualities and characteristics that were previously poorly expressed or not previously present.

2.7.2 Neutral effects occur where the development (or some aspect of it) will neither contribute to nor detract from the townscape receptor or view, but will be comfortably assimilated into the existing townscape or visual context.

2.7.3 Adverse effects occur where the proposed development (or some aspect of it) will introduce elements that are discordant with a townscape receptor or view or which detract from the existing condition.

Table 3 – Classification of the Magnitude of Effect

Category	Effect on Townscape	Effect on View
Large	The development would result in a substantial change to the existing physical townscape and/or character of a local townscape character area.	The development would be the main element in the view or result in a substantial loss or alteration to key visible townscape features or characteristics.
Medium	The development would result in an evident change to the existing physical townscape and/or local townscape character area.	The development would be evident in the view or result in potential loss or alteration to key visible townscape features or characteristics.
Small	The development would constitute an incidental change to the existing physical townscape and/or local townscape character area.	The development would be capable of being seen, but would constitute an incidental feature in the view or a minor loss of key visible townscape features or characteristics.
Negligible	The development would not change the existing physical townscape and/or character of a local townscape character area.	The development would not be capable of being seen or would not alter any key visible townscape features or characteristics.

3. Policy Context

3.1 Overview

3.1.1 Planning policies relevant to the site and proposed development are discussed in the Planning Statement which accompanies the planning application for the proposed development.

3.1.2 This section provides a summary of policies relating to townscape and visual matters. Key designations and policies are shown on Figure 3.

3.2 National Planning Policy

3.2.1 The National Planning Policy Framework (NPPF) was published in July 2021 and sets out the Government’s planning policies for England and how these should be applied. It provides a framework for preparing and informing local plans for housing and other development.






3.2.2 Section 12 of the NPPF sets out national policy in relation to the design of new development. Paragraph 126 sets out requirements for good design, noting:

“the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve.”

3.2.3 Paragraph 130 also lists several criteria in respect of the design of new development. The criteria explain that development should be:

“Visually attractive as a result of good architecture, layout and appropriate and effective landscaping” and “sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities)”

Key

-  Site Boundary
-  Key Views
-  Conservation Areas
-  Historic Parks and Gardens
-  Strategic Area of Special Character

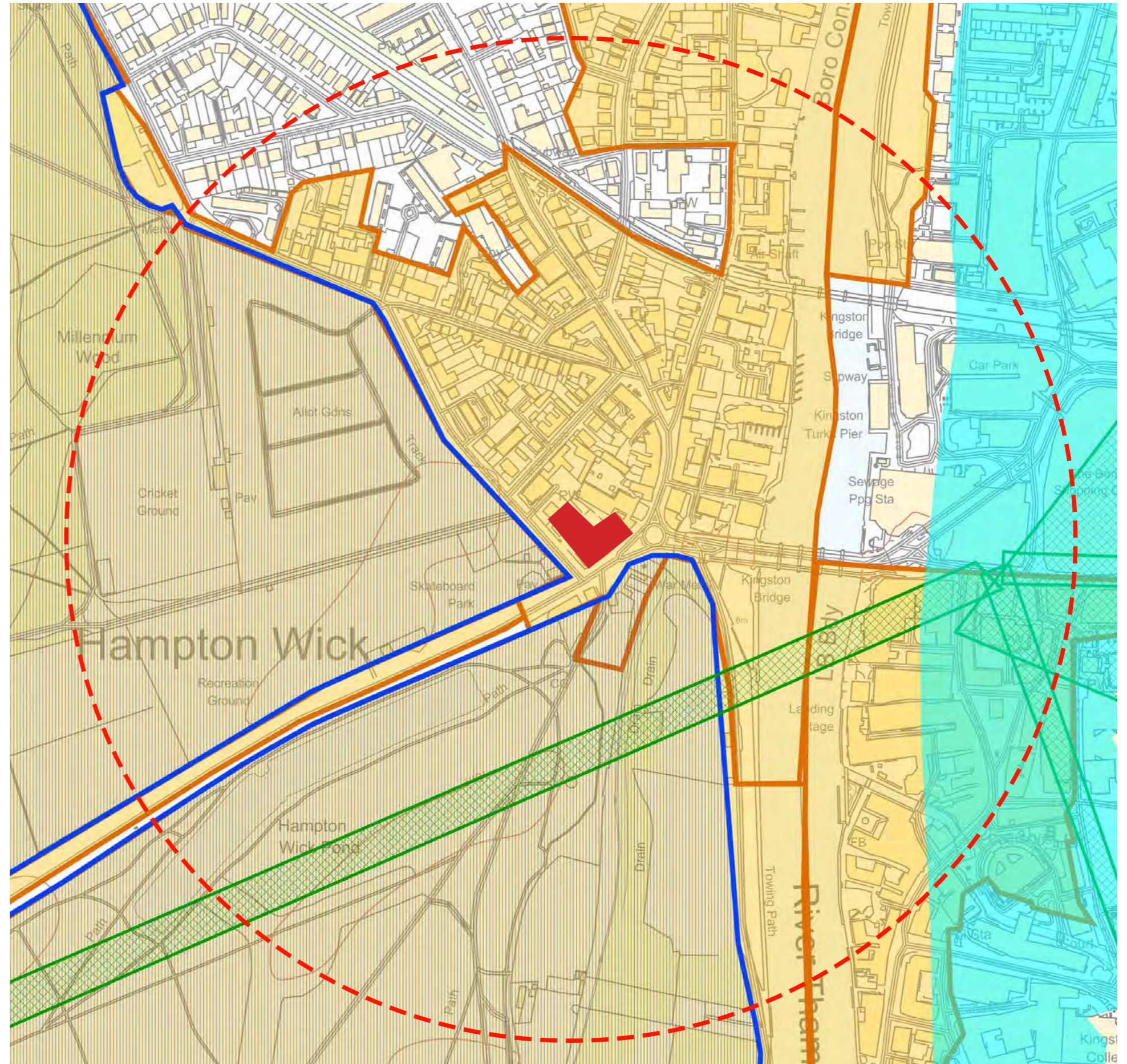


Figure 3: Policy & Designations (not to scale)

3.3 Local Planning Policy

3.3.1 Key local planning policy is contained in the London Plan (adopted March 2021 and the London Borough of Richmond upon Thames Local Plan (adopted July 2018).

The London Plan

3.3.2 Policy D1 sets out policy on form, character and capacity for growth across London. It advocates optimising site capacity via a design-led approach to new development. The policy sets out several principles regarding the design of new development, including form and layout, experience, quality and character.

3.3.3 Policy D4 sets out policy for delivering good design and states:

“all development proposals should be subject to a level of scrutiny appropriate to the scale and/or impact of the project.”; and “the scrutiny of a proposed development’s design should cover its layout, scale, height, density, land uses, materials, architectural treatment, detailing and landscaping”.

3.3.4 Policy D8 sets out various design criteria aimed at creating high quality public realm in London and states that development should:

“ensure the public realm is well-designed, safe, accessible, inclusive, attractive, well-connected, related to the local and historic context, and easy to understand, service and maintain;

“incorporate green infrastructure such as street trees and other vegetation into the public realm”.

3.3.5 Policy D9 sets out policy on tall buildings including the following:

“development proposals should consider the visual impact and the views of buildings from different distances including long-range views and mid-range immediate views from the surrounding streets;

architectural quality and materials should be of an exemplary standard to ensure the appearance and architectural integrity of the building is maintained through its lifespan;

London Borough of Richmond upon Thames Local Plan (adopted July 2018).

3.3.6 Policy LP 1 (Local Character and Design Quality) states that the Council will require all development to be of high architectural and urban design quality. The high quality character and heritage of the borough and its villages will need to be maintained and enhanced where opportunities arise.

3.3.7 Policy LP 2 relates to building heights and explains that new buildings, including extensions and redevelopment of existing buildings, should respect and strengthen the setting of the borough’s valued townscapes and landscapes. The policy states that proposed development should respect the local context, and where possible enhance the character of an area. It sets out several criteria which should be considered in this respect including materials, streetscape and wider townscape and landscape.

3.3.8 Policy LP 5 affords protection to views and vistas in the Borough. The policy explains that the Council will protect the quality of views, vistas, gaps and the skyline. The policy sets out several criteria for achieving this objective including seeking:

- improvements to views, vistas, gaps and the skyline, particularly where views or vistas have been obscured;
- improvements to views within Conservation Areas,

4. Existing Townscape Character

4.1 The Site

4.1.1 The site comprises Kingston Bridge House, the former Kingston University Student accommodation, which is now vacant. The site is occupied by an 'L'-shaped building which is part seven-storeys and part four-storeys in height.

4.1.2 The building is significantly taller than the surrounding buildings in Hampton Wick. Grey render covers much of the building which is not in keeping with the materiality of buildings in the surrounding area.

4.1.3 To the west and south of the site is Bushy Park and Hampton Court Park and Palace. To the north is Hampton Wick High Street and suburban residential area. To the east of the site is Kingston Bridge which leads towards Kingston town centre.

4.1.4 Kingston Bridge House is not listed but it lies within the Hampton Wick Conservation Area and within the setting of several other conservation areas and the Grade I listed Bushy Park (see Figure 4). There are also several listed buildings adjacent to the site.

4.1.5 The sensitivity of the site is therefore considered to be **Medium**.

4.2 The Study Area

4.2.1 As outlined in the methodology section of this report, the townscape study area has been defined as 500m radius from the site. 7 Townscape Character Areas (TCAs) have been defined (TCAs) based on existing Conservation Areas defined by the London Borough of Richmond upon Thames Council and Character Areas defined within the Kingston Town Centre Area Action Plan .

4.3 Conservation Areas

4.3.1 Conservation areas are defined as 'areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance' (Planning (Listed Buildings and Conservation Areas) Act 1990)).

4.3.2 There are several Conservation Areas within the Borough. Some of these areas fall within the study area and therefore taken into account in considering the townscape character and the effects of the proposed development on the same. The following Conservation Areas have been considered within this appraisal:

- Hampton Wick Conservation Area;
- Hampton Court Green Conservation Area;
- Hampton Court Park Conservation Area; and
- Bushy Park Conservation Area

4.4 Kingston Character Areas

4.4.1 Kingston Borough Council published the Kingston Town Centre Area Action Plan (AAP) in 2008. which is a framework for future developments in the borough up to 2020 (the council have begun producing the new Kingston Local Plan which will replace this once adopted).

4.4.2 Within Part C of the AAP, the council define Character Areas and the Old Town Conservation Area, which has been considered within this appraisal. The Character Area map, taken from the AAP, is shown in Figure 4.

4.5 TCA 1: Teddington School, Fairways and Glamorgan Road

4.5.1 This TCA is located approximately 200m north of the site and sits between the Normansfield and Hampton Wick Conservation Areas.

4.5.2 Development within this TCA is generally 2 storey residential properties, however there are several blocks of flats up to 4 storeys. Buildings within this TCA are generally red and yellow brick with building ages and architectural styles ranging from early 19th century to mid/late 20th century. Mature trees and vegetation contribute to the character of this area.

4.5.3 Overall this TCA is considered to be of **Medium** sensitivity.

4.6 TCA 2: Hampton Wick

4.6.1 The site is located within this TCA which in turn is located within Hampton Wick Conservation Area.

4.6.2 The development of this area dates back to at least the Medieval period, however building ages and mass vary somewhat, with more modern and taller buildings located along the river front, smaller historic retail units along the High Street and historic suburban residential properties located within the core of the TCA.

4.6.3 Many of the historic buildings are in good condition and exhibit distinctive features. The historic street pattern and buildings make a substantial contribution to the townscape character of this TCA and the wider Conservation Area.

4.6.4 This TCA is therefore considered to be of a **High** sensitivity.

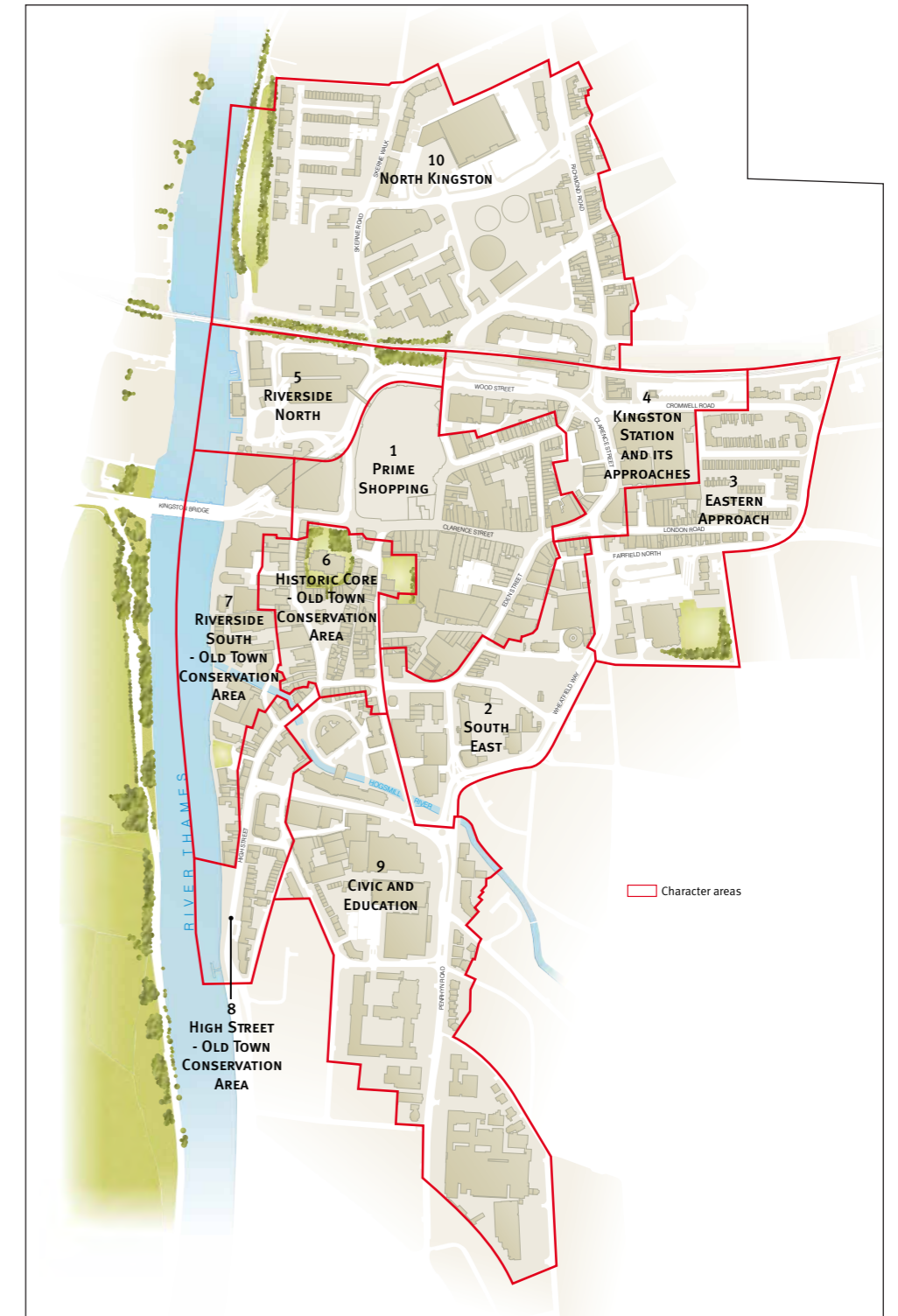


Figure 4: Character Areas defined in the Kingston Town Centre Area Action Plan

4.7 TCA3: Bushy Park

4.7.1 This TCA is covered by Bushy Park Conservation area and is listed as Grade I on English Heritage's Register of Historic Parks and Gardens.

4.7.2 The TCA is characterised by well-maintained historic parkland. The topography and historical importance combine to create its unique character. The grandeur of its open scale and formal avenues of mature trees reflect the park's other function in forming the setting and approach to Hampton Court Palace. Otherwise open parkland is interspersed with water features, such as the Diana Basin and Longford River, planned minor avenues of trees and woodland enclosures.

4.7.3 Views are an integral part of this landscape, often terminating in important buildings both inside and outside Bushy Park. The existence of trees within and beyond the boundary of the Park is important in contributing to a sense of the landscape continuing beyond its well-defined and historic boundaries.










4.7.4 Due to the national importance of this landscape, the sensitivity of this TCA is considered to be **High**.

4.8 TCA 4: Hampton Court Green

4.8.1 This TCA is covered by Hampton Court Green Conservation Area, which was originally designated in recognition of the great architectural and historic importance of the area around Hampton Court Palace, containing many 17th and 18th century buildings.

4.8.2 Hampton Court Road, from Hampton to Hampton Wick skirts the Palace grounds and serves as a boundary to Bushy Park. The conservation area within this TCA is however comprised entirely of an increasingly busy road (A308), which serves to isolate the Palace from its immediate surroundings. The road is lined with mature trees and a high brick boundary wall to the park.

Key

	Site Boundary		TCA 3 - Bushy Park
	Study Area		TCA 4 - Hampton Court Green
	TCA 1 - Teddington School, Fairways and Glamorgan Road		TCA 5 - Hampton Court Park
	TCA 2 - Hampton Wick Conservation Area		TCA 6 - Kingston Old Town
			TCA 7 - Kingston North

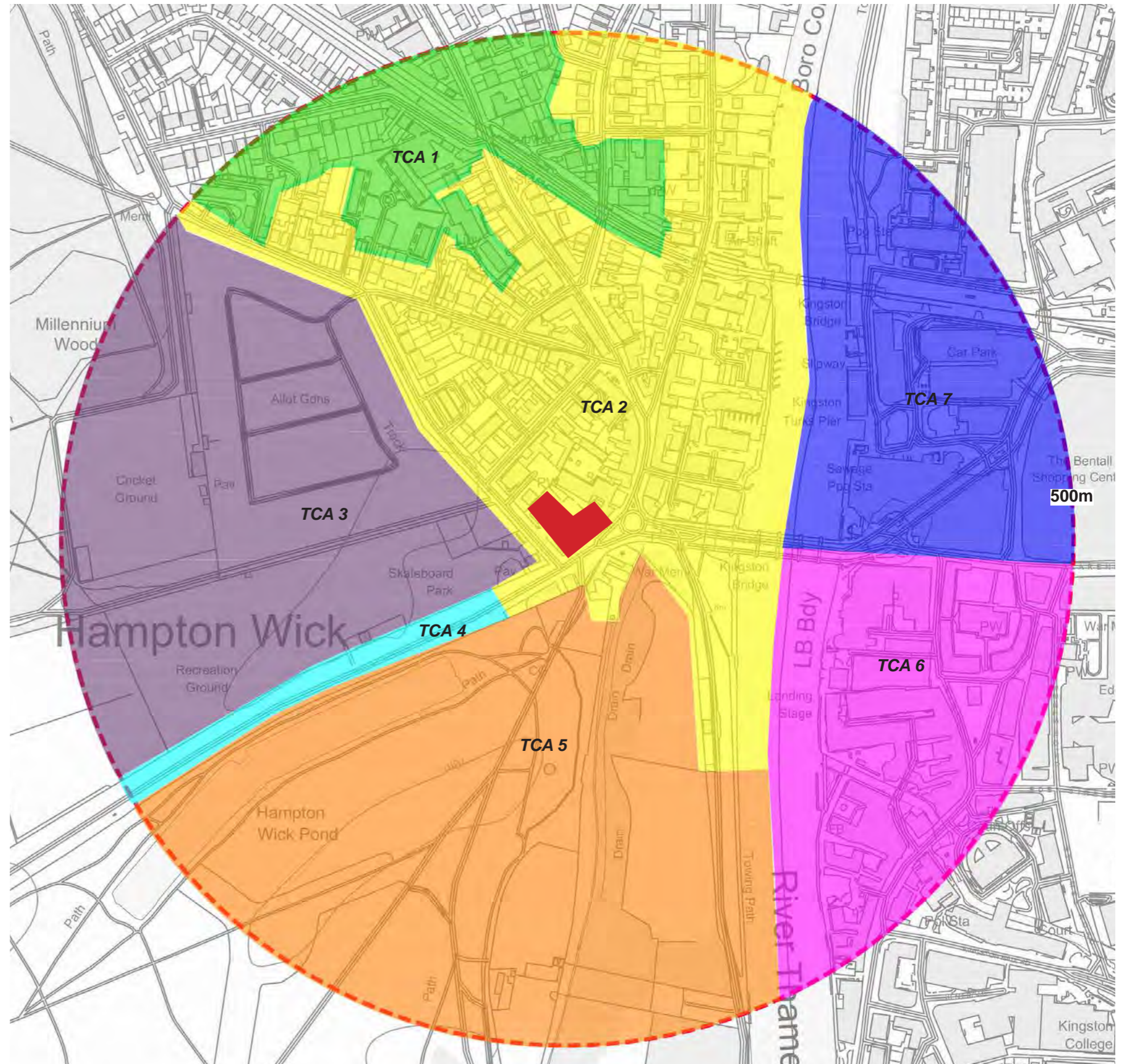


Figure 5: Character Areas

4.8.3 Although designated as a conservation area, the section within the study area is characterised by a busy road, where the road which detracts from the townscape character. Therefore, it is considered this TCA is of a **Medium** sensitivity.

4.9 TCA 5: Hampton Court Park

4.9.1 This TCA is covered by Hampton Court Park and Garden, which is Grade I listed. Hampton Court Park is a well defined and extensive area of open space with a distinct physical identity, contained by the river and Hampton Court Road.

4.9.2 The informal landscape of the park is overlain with three radiating formal avenues with the central avenue bordering the Long Water. Vistas framed by these avenues extend beyond the confines of the park and contribute also to the setting of the palace. The historic boundary walls and railings to the park are also of historic significance and provide containment and enclosure to the open space. From outside the park these walls also provide a continuous and defining local reference.

4.9.3 Due to the national importance of this landscape, this TCA is considered to be of **High** sensitivity.

4.10 TCA 6 Kingston Old Town

4.10.1 This TCA is covered by the Kingston Old Town Conservation Area and includes part of the River Thames.

4.10.2 The historic town centre includes a number of buildings dating from the 15th Century onwards. The townscape includes some areas of high quality public realm and the building density is also high, with views over the River Thames towards mature trees within Bushy Park and Hampton Court Park.

4.10.3 Whilst this TCA is characterised by historic buildings there are also examples of some more modern and large scale buildings.

4.10.4 Due to the Conservation Area status of this landscape, this TCA is considered to be of **High** sensitivity.

4.11 TCA 7 Kingston North & Kingston Centre

4.11.1 This TCA covers the townscape to the east of the River Thames and north of Kingston Bridge, encompassing the main shopping district of the town and the River Thames. It comprises several character areas, as defined in the Kingston Area Action Plan, including North Kingston, Riverside North and Prime Shopping.

4.11.2 Part of this TCA sits within a Strategic Area of Special Character, which recognises particularly good examples of environmental interest or importance. The majority of the TCA is covered by large scale, modern retail units and housing development, although some architecture of merit is still present, such as the large Bentalls shopping centre.

4.11.3 Due to the large scale of the buildings, the legibility and the permeability of the townscape is relatively low. Building heights, particularly in the northern section, vary from 16 storeys to 2 storey and tree cover also varies, with limited vegetation in the town centre to mature trees along the riverbank in the north.

4.11.4 The townscape is in a reasonably good condition with some features of interest. Therefore, it is considered this TCA is of **Medium** sensitivity.



Entrance to Hampton Court Park

5. Existing Visual Context

5.1 Overview

5.1.1 The effects on key views within the study area are principally appraised by considering the visual change experienced by people from a number of key or representative viewpoints within the study area where the proposed development is likely to be visible.

5.1.2 The existing visual conditions at each of the representative viewpoint locations are described in Section 7 of this report as part of the appraisal of visual effects. This enables comparisons to be easily made between the existing view and that with the proposed development.

5.2 Identifying the Representative Viewpoints

5.2.1 A number of representative viewpoints were identified based on the following considerations:

- areas in close proximity to the site (i.e. along High Street, St John Road and Church Grove);
- busy public routes (e.g Kingston Bridge), and;
- areas where the attention of people is likely to be focused on the townscape or view around them and with a high sensitivity (i.e. within Bushy Park and Kings Field).

5.2.2 Feedback from Richmond Design Review Panel (RDRP) on the proposed development was also taken into account. RDRP commented, amongst other things, that the the impact of the propsoed development on views from Wren House, High Street and from Kingston Bridge should be assessed together with a contextual view showing the north/eastern flank elevations of the building.

5.2.3 A total of 6 representative viewpoints have been identified (see Figure 6 and Table 4). Photomontages of the proposed development have also been produced by to assist in understanding the visual impact of the proposed development and can be found within Appendix A of this report.



Figure 6: Viewpoint Locations

6. The Proposed Development

6.1 Proposed Development

6.1.1 The proposed development would retain the existing 4 -7 storey 'L-shaped' building and convert it to create 70 residential units with associated external works including infilling an existing undercroft and altering the façade of the building and provision of new fenestration

6.1.2 The proposed development would comprise the following:

- A palette of robust and high quality materials which reflect the surrounding context.
- Replacement of the grey render with brick over the majority of the building, with the exception of a small area which would be re-rendered;
- The addition of balconies overhanging Hampton Court Road and Church Grove and the recession of part of the frontage to make way for recessed terraces.
- Proposed landscaping and amenity space surrounding the building.

6.1.3 More information on the design of the proposed development can be found within the Design and Access Statement submitted as part of this application.



Figure 7: Landscaping Layout (Fluent Architectural Design Services)



Figure 8: Visualisation of Proposed Development (Image courtesy of Glass Canvas Ltd)

7. Appraisal of Effects

7.1 The Site

7.1.1 The proposed development would result in the renovation of the existing 4-7 storey building, including a change in materiality from grey render to brick, the addition of balconies, including the recession of part of the frontage to make way for recessed terraces. Proposed landscaping and amenity space is proposed surrounding the existing building.

7.1.2 The colour and materiality of the proposed development would be more in keeping with the character of the surrounding townscape. The recession of part of the building would reduce the perceived mass of the building slightly and landscaping proposals would help soften the building and create a positive frontage to the road. The proposed development would introduce noticeable improvements to the existing building and site and would help to integrate it into its historically sensitive surroundings.

7.1.3 Accordingly, the magnitude of effect is considered to be **Large** and the nature of effect **Beneficial**.

7.2 Townscape Effects

7.2.1 The following section appraises the townscape effects of the proposed development on the Townscape Character Areas identified in Section 5 of this report. The baseline descriptions and sensitivity appraisals can also be found in Section 5.

7.3 TCA 1: Teddington School, Fairways and Glamorgan Road

7.3.1 Due to the distance between the site and this TCA and the intervening built form, it is anticipated that the proposed development would have **no effect** on this TCA.

7.4 TCA 2: Hampton Wick

7.4.1 The proposed development is located within this TCA and would result in the renovation of the existing 4-7 storey building, including a change in materiality from grey render to brick, the addition of balconies, including the recession of part of the frontage to make way for a recessed terrace, landscaping and amenity space.

7.4.2 The colour and materiality of the proposed development would be more in keeping with the character of the surrounding townscape. The recession of part of the building would reduce the perceived mass of the building slightly and landscaping proposals would help soften the building and create a positive frontage to the road.

7.4.3 The proposed development would introduce noticeable improvements to the existing building and site and would help to integrate it into its historically sensitive surroundings within this TCA. though these improvements would only affect a small area of the TCA.

7.4.4 The proposed development would introduce positive changes to the setting of the immediate townscape surrounding the site, however the remainder of the TCA would not be affected by the proposed development.

7.4.5 Accordingly, the magnitude of effect is considered to be **Small** and the nature of effect **Beneficial**.

7.5 TCA3: Bushy Park

7.5.1 This TCA would not be directly affected, however the proposed development sits within the context of this TCA and there would be views from its eastern edge towards the redeveloped building.

7.5.2 The change in colour and materiality of the building would help integrate the existing building into its historically sensitive surroundings. The proposed landscaping would also be visible from this TCA and help soften the building and create a positive frontage to Church Grove. The setting of the eastern edge of the TCA would be affected by the proposed development but the remainder would be unaffected.

7.5.3 Accordingly, the magnitude of effect is considered to be **Negligible** and the nature of effect **Beneficial**.

7.6 TCA 4: Hampton Court Green

7.6.1 This TCA would not be directly affected, however the proposed development sits within the context of this TCA and there would be views from its eastern end towards the renovations of the building. These renovations, including the change in colour and materiality of the building, would help integrate the existing building into the its historically sensitive surroundings, within the setting of this TCA. Landscaping proposals would also be visible from this TCA and help soften the building and create a positive frontage to Church Grove. The setting of the eastern edge of the TCA would be affected by the proposed development but the remainder would be unaffected.

7.6.2 Accordingly, the magnitude of effect is considered to be **Negligible** and the nature of effect **Beneficial**.



High Street, Hampton Wick



Kings Field



Bushy Park

7.7 TCA 5: Hampton Court Park

- 7.7.1 This TCA would not be directly affected, however the proposed development sits within the context of this TCA and there would be views from its northern corner towards the renovations of the building, albeit well filtered.
- 7.7.2 These renovations, including the change in colour and materiality of the building, would help integrate the existing building into its historically sensitive surroundings, within the setting of this TCA. Landscaping proposals would also be visible from this TCA and help soften the building and create a positive frontage to the road bordering between the proposed development and this TCA. Although the setting of the northern corner of the TCA would be affected, most of this TCA would be unaffected by the proposed development.
- 7.7.3 Accordingly, the magnitude of effect is considered to be **Negligible** and the nature of effect **Beneficial**.

7.8 TCA 6: Kingston Old Town

- 7.8.1 Due to the distance between the site and this TCA and the intervening built form, it is anticipated that the proposed development would have **no effect** on this TCA.

7.9 TCA 7: Kingston North & Kingston Centre

- 7.9.1 Due to the distance between the site and this TCA and the intervening built form, it is anticipated that the proposed development would have **no effect** on this TCA.

7.10 Visual Effects

- 7.10.1 The remainder of this section outlines the visual baseline on selected viewpoints, as listed in Section 5 of this report, and appraise the visual effects of the proposed development on the receptors at these viewpoints.

7.11 Viewpoint 1: Wren House, High Street



Existing View

- 7.11.1 This viewpoint is located on the High Street in Hampton Wick, approximately 50m north east of the site. It is representative of people travelling along this section of road, approaching the roundabout.
- 7.11.2 In the foreground of the view is the busy High Street, which is lined with buildings of historic and architectural merit, including Wren House, the White Hart Hotel. In the middle distance there are several mature trees and buildings fronting onto the roundabout, up to four storeys in height. The existing building is visible over these buildings, creating a slightly incongruous element in the view with screening of the lower storeys of the building from the former Gas Board building (now HSBC).
- 7.11.3 Receptors in this location are not necessarily focussed on their surroundings, instead focussed on travelling along the road. The view includes several buildings and features of visual interest. Accordingly the visual sensitivity from this viewpoint is considered to be **High**.

View with the Proposed Development

- 7.11.4 The proposed development would result in the renovation of the existing 4-7 storey building, including a change in materiality from grey render to brick and the addition of balconies overhanging Hampton Court Road.
- 7.11.5 The proposed development would be perceptible in the middle distance and would affect a small proportion of the view as it is largely screened by the former Gas Board building. The colour and materiality of the proposed development would be more in keeping with the character of the view. This would also introduce a noticeable improvement to the condition of the building and better integrate it into its historically sensitive surroundings.
- 7.11.6 Accordingly, the magnitude of effect is considered to be **Small** and the nature of the effect, **Beneficial**.



7.12 Viewpoint 2: Kingston Bridge



Existing View

- 7.12.1 This viewpoint is located on the western end of Kingston Bridge, approximately 130m east of the site. It is representative of views experienced by people travelling along the road and bridge.
- 7.12.2 In the foreground of the view is the busy road corridor of Horse Fair, including lighting columns and traffic signals. The middle distance is well vegetated with mature trees. Buildings along High Street, including the existing building on the site, are visible in filtered views through gaps in this vegetation. Views beyond are not possible due to screening from middle ground features.
- 7.12.3 Receptors in this location are not necessarily focussed on their surroundings, instead focussed on travelling along the road. The mature trees contribute positively to the view though the busy road and traffic detracts from views slightly. Accordingly the visual sensitivity from this viewpoint is considered to be **Medium**.

View with the Proposed Development

- 7.12.4 The proposed development would result in the renovation of the existing 4-7 storey building, including a change in materiality from grey render to brick and the addition of balconies overhanging Hampton Court Road.
- 7.12.5 The proposed development would be noticeable in the middle distance, affecting a small proportion of the view, with some filtering from mature trees within Bushy Park. The colour and materiality of the proposed development would be more in keeping with the character of the view. This would also introduce a noticeable improvement to the condition of the building and better integrate it into its historically sensitive surroundings.
- 7.12.6 Accordingly, the magnitude of effect is considered to be **Small** and the nature of the effect **Beneficial**.



7.13 Viewpoint 3: Kings Field



Existing View

- 7.13.1 This viewpoint is located on Kings Field playing field, approximately 130m to the west of the site. This viewpoint is located within a Historic Park and Garden with views towards a Conservation Area. It is representative of views experienced by people using the playing field for outdoor recreation.
- 7.13.2 In the foreground of the view is the playing field, a skate park and play equipment. Mature trees along the boundary of the park filter and screen in places views to the left and right of the view. In the middle distance to the centre of the view is Church Grove, where there are filtered views of historic buildings, such as St Johns Church, alongside the existing building on the site, which is a slightly incongruous element. Views beyond are screened by elements in the middle distance.
- 7.13.3 Receptors in this location are likely to be focussed on their surroundings, as they are there for recreational purposes. The view exhibits some features of visual interest, such as the mature trees and historic buildings. Accordingly the visual sensitivity from this viewpoint is considered to be **High**.

View with the Proposed Development

- 7.13.4 The proposed development would result in the renovation of the existing 4-7 storey building, including a change in materiality from grey render to brick and the addition of balconies, including the recession of part of the frontage to make way for recessed terraces.
- 7.13.5 The proposed development would be noticeable in the middle distance, affecting a small to moderate proportion of the view, with some filtering from mature trees within the park. The colour and materiality of the proposed development would be more in keeping with the character of the view. This would also introduce a noticeable improvement to the condition of the building and better integrate it into its historically sensitive surroundings.
- 7.13.6 Accordingly, the magnitude of effect is considered to be **Medium** and the nature of the effect **Beneficial**.



7.14 Viewpoint 4: Church Grove



Existing View

- 7.14.1 This viewpoint is located on Church Grove, adjacent to St Johns Church and Kingsfield Skate Park, approximately 30m to the north west of the site. It is representative of views experienced by people travelling along this road.
- 7.14.2 In the foreground is the road corridor of Church Grove, which is lined with mature street trees. These trees filter views towards the middle distance where there are buildings of architectural merit, including 4, Church Grove, which screens part of the existing building on site. The existing building on the site is slightly incongruous to the character of the view. This viewpoint is within a Conservation Area. Views further are screened by features in the middle distance.
- 7.14.3 Receptors in this location are not necessarily focussed on their surroundings, instead focussed on travelling along the road. The view exhibits some features of visual interest including the Conservation Area, of local value. Accordingly the visual sensitivity from this viewpoint is considered to be **High**.

View with the Proposed Development

- 7.14.4 The proposed development would result in the renovation of the existing 4-7 storey building, including a change in materiality from grey render to brick with some areas of grey render retained and re-rendered and balconies. Proposed landscaping and amenity space would also be visible from this viewpoint.
- 7.14.5 The proposed development would be noticeable in the middle distance, affecting a small to moderate proportion of the view, due to the filtering from mature roadside trees and partial screening by 4 Church Grove. The colour and materiality of the proposed development would be more in keeping with the character of the view. This would also introduce a noticeable improvement to the condition of the building and better integrate it into its historically sensitive surroundings. Landscaping proposals would help soften the building and create a positive frontage to the road.
- 7.14.6 Accordingly, the magnitude of effect is considered to be **Medium** and the nature of effect **Beneficial**.



7.15 Viewpoint 5: St. Johns Road



Existing View

- 7.15.1 This viewpoint is located on St. Johns Road, approximately 50m to the north west of the site. It is representative of views experienced by people using this road and residents within properties in this part of the area.
- 7.15.2 In the foreground of the view is the Grade II listed St. Johns Church, which is of considerable architectural and historical significance. The existing building on the site is visible in the middle distance beyond the Church and tends to detract from the view. Views further beyond are screened by built form in the foreground and middle distance.
- 7.15.3 Receptors in this location are not necessarily focussed on their surroundings, instead focussed on travelling along the road. The attention of residents is likely focussed within their homes rather than their surroundings. However this viewpoint is located within a Conservation Area and close to several listed buildings. Accordingly the visual sensitivity from this viewpoint is considered to be **High**.

View with the Proposed Development

- 7.15.4 The proposed development would result in the renovation of the existing 4-7 storey building, including a change in materiality from grey render to brick with some areas of grey render retained and re-rendered and balconies.
- 7.15.5 The proposed development would be prominent in the middle distance, affecting a moderate proportion of the view, however only the upper storeys would be visible due to the screening provided by St Johns Church. The colour and materiality of the proposed development would be more in keeping with the character of the view. This would also introduce a noticeable improvement to the condition of the building and better integrate it into its historically sensitive surroundings.
- 7.15.6 Accordingly, the magnitude of effect is considered to be **Medium** and the nature of effect **Beneficial**.



7.16 Viewpoint 6: North-Eastern Entrance to Hampton Court Park



Existing View

7.16.1 This viewpoint is located at the entrance to Hampton Court Golf Club, approximately 50m to the south of the site. It is representative of views experienced by people using Hampton Court Park for recreation and visiting the golf club. The viewpoint is located within a Registered Park and Garden and a Conservation Area.

7.16.2 In the foreground is the entrance to the park, including mature trees which filter views out towards the middle distance. There are views towards buildings of architectural and historic merit in the middle distance, including the Lodge to Hampton Court Park which is Grade II listed and the Old King's Head. The existing building on the site is visible on Hampton Court Road and tends to detract from the view. Views beyond are screened by built form within the foreground and middle distance.

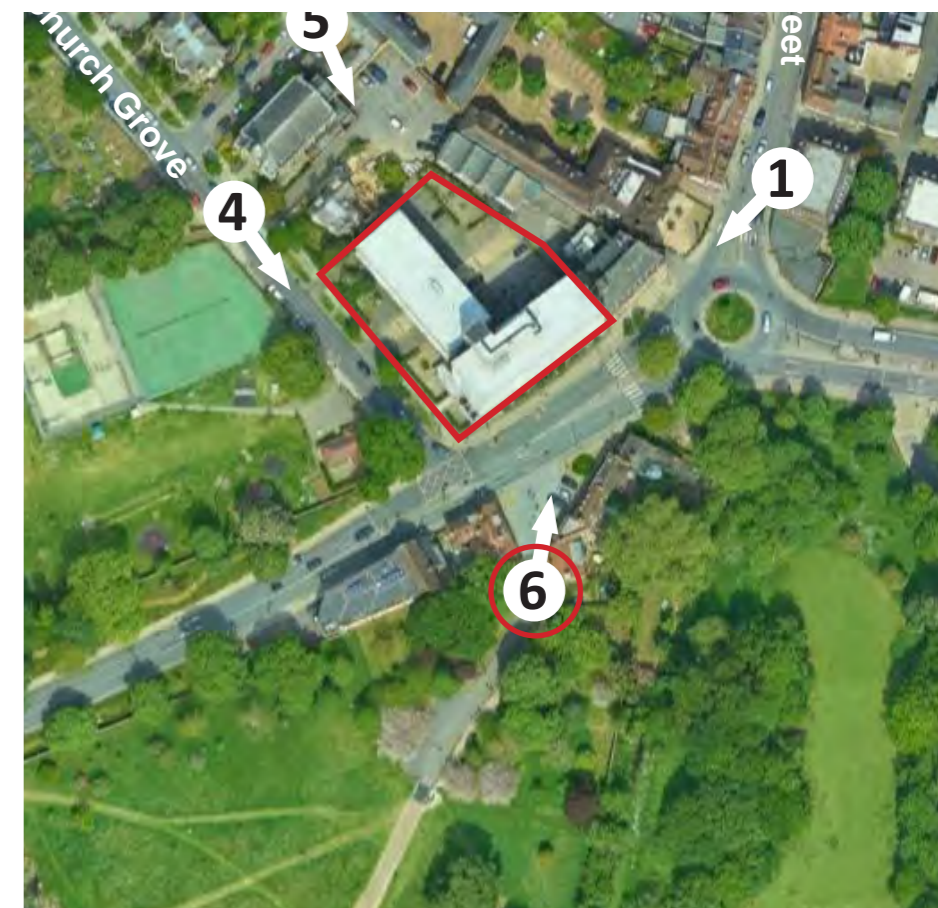
7.16.3 Receptors in this location are likely to be focussed on their surroundings, as they are there for recreational purposes. The view exhibits several features of visual interest, such as the mature trees and historic buildings. Accordingly the visual sensitivity from this viewpoint is considered to be **High**.

View with the Proposed Development

7.16.4 The proposed development would result in the renovation of the existing 4-7 storey building, including a change in materiality from grey render to brick, the addition of balconies overhanging Hampton Court Road and Church Grove and the recession of part of the frontage to make way for recessed terraces. Proposed landscaping and amenity space would also be visible from this viewpoint.

7.16.5 The proposed development would be prominent in the middle distance, affecting a moderate proportion of the view, partially screened by the Old Kings Head building and filtered by mature trees within the park. The colour and materiality of the proposed development would be more in keeping with the character of the view. This would also introduce a noticeable improvement to the condition of the building and better integrate it into its historically sensitive surroundings. The recession of part of the building would reduce the perceived mass of the building slightly. Landscaping proposals would help soften the building and create a positive frontage to the road.

7.16.6 Accordingly, the magnitude of effect is considered to be **Medium** and the nature of effect **Beneficial**.



8. Summary

8.1 Townscape Effects

8.1.1 It is anticipated there would be a large beneficial effect on the site itself due to the improvements to the existing building. The proposed development would have a small beneficial effect on TCA 2, which the proposed development site within, as the site only covers a small area of the TCA.

8.1.2 It is anticipated that there would be a negligible beneficial effect on TCA 3, 4 and 5, as although not directly affected by the proposed development, there are views from their edges, which contribute to the historical setting of these TCAs.

8.1.3 TCA 1, 6 and 7 would not be affected by the proposed development due to the distance and built form between the receptor and the proposed development.

8.2 Visual Effects

8.2.1 It is anticipated there would be a medium beneficial effect on Viewpoints 3-6 as the proposed development would be visible in the middle distance of these views and introduce positive changes in views from these locations as a result of the improvements to the building facades.

8.2.2 It is anticipated there would be a small beneficial effect on Views 1 and 2 as these would affect a smaller proportion of views from these locations.

8.3 Conclusion

8.3.1 The colour and materiality of the proposed development would be more in keeping with the character of the view. There would be a noticeable improvement to the condition of the building which would better integrate it into its historically sensitive surroundings within views. The recession of part of the building would reduce the perceived mass of the building slightly and landscaping proposals would help soften the building and create a positive frontage to the road.

8.3.2 The proposed development would have a beneficial impact on all townscape and visual receptors, with the largest benefits experienced from nearby receptors. This beneficial effect is largely due to the noticeable improvement to the condition of the building which would better integrate it into its historically sensitive surroundings.

8.3.3 A summary of the key townscape and visual appraisal is provided in Table 5.

Receptor	Sensitivity	Magnitude of Effect	Nature of Effect
The Site	Medium	Large	Beneficial
TCA 1 Teddington School, Fairways and Glamorgan Road	Medium	No Effect	n/a
TCA 2 Hampton Wick	High	Small	Beneficial
TCA 3 Bushy Park	High	Negligible	Beneficial
TCA 4 Hampton Court Green	Medium	Negligible	Beneficial
TCA 5 Hampton Court Park	High	Negligible	Beneficial
TCA 6 Kingston Old Town	High	No Effect	n/a
TCA 7 Kingston North & Kingston Centre	Medium	No Effect	n/a
VP1 Wren House, High Stree	High	Small	Beneficial
VP2 Kingston Bridge	Medium	Small	Beneficial
VP3 Kings Field	High	Medium	Beneficial
VP4 Church Grove	High	Medium	Beneficial
VP5 St. Johns Road	Medium	Medium	Beneficial
VP6 North-Eastern Entrance to Hampton Court Park	High	Medium	Beneficial

Table 5 – Appraisal Summary

Appendix A: Photomontages (prepared by Glass Canvas)

View from Wren House, High Street (existing view)



View from Wren House, High Street (proposed development)



View from Kingston Bridge (existing view)



View from Kingston Bridge (proposed development)



View from Kings Field (existing view)



View from Kings Field (proposed development)



View from Church Grove (existing view)



View from Church Grove (proposed development)



View from St Johns Road (existing view)



View from St Johns Road (proposed development)



View from North-Eastern Entrance to Hampton Court Park (existing view)



View from North-Eastern Entrance to Hampton Court Park (proposed development)



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