

265 BURLINGTON ROAD  
NEW MALDEN



**LICHFIELDS**





## Contents

1.0 Introduction	1
2.0 Planning Policy Summary	2
3.0 Baseline Conditions	4
4.0 Proposed Development	23
5.0 Townscape and Visual Effects	25
Conclusions	47
Appendix 1: Assessment Criteria	49
Appendix 2: Policy Context	53
Appendix 3: Townscape Character Area	59

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# 1.0 Introduction

1.1 This Townscape and Visual Appraisal (TVA) has been prepared by Lichfields on behalf of Redrow Homes Limited to accompany an application for planning permission for the redevelopment of 265 Burlington Road for:

*“Demolition of the existing buildings and erection of two blocks of development ranging in height between seven and 15 storeys and comprising 456 new homes, of which 114 will be one beds, 290 will be two beds and 52 will be three beds. 499sqm of B1(a) office space will be accommodated at ground floor level along with 220 car parking spaces, 830 cycle parking spaces, a realigned junction onto Burlington Road, hard and soft landscaping and associated residential facilities. The application also includes minor changes to the layout and configuration of the retained Tesco car park.”*

1.2 The site has an area of approximately 1.21ha and is situated to the south east of Raynes Park, close to the Shannon Corner junction on the A3. It is accessed from Burlington Road (B282) which abuts the eastern boundary of the site.

1.3 This report provides an analysis of the potential townscape and visual effects arising from the proposed development. It has been undertaken broadly in accordance with the Guidelines for Landscape and Visual Impact Assessment, 3rd edition, with reference to the relevant planning policy context including the National Planning Policy Framework, adopted and emerging London Plan, Local Development Plan (comprising Merton’s Core Planning Strategy, Sites and Policies Plan and the Policies Map). A more detailed overview of the methodology and criteria applied to the assessment is provided in Appendix 1.

1.4 In summary, the TVA considers:

1. The townscape character of the site and surrounding area;
2. The visual role of the site in the surrounding area;
3. The sensitivity of townscape and views to change, having regard to the susceptibility of receptors to change and the value of the townscape and visual resources;
4. The scale and extent of the change arising from the proposed development to the townscape and views, and
5. The effects of the proposed development on key townscape and visual receptors and whether the change would be beneficial, neutral or adverse. Consideration is also given to the cumulative effect of the five storey apartment building at 300 Burlington Road which is currently under construction.

1.5 Pre-application discussions with Officers in London Borough of Merton (LBM) have confirmed the scope of the visual assessment.

## Structure of the Report

1.6 The report contains the following further sections:

- **Section 2: Planning Policy Summary** provides a high level overview of the key planning policy requirements;
- **Section 3: Baseline Conditions** – defines the scope of the study area and sets out the existing townscape character of the site and surrounding area, the main visual receptors and key representative views;
- **Section 5: The Proposals** – summarises the proposed development;
- **Section 6: Townscape and Visual Analysis** - considers the potential for townscape and visual effects; and
- **Section 7: Summary and Conclusions** - sets out the findings of the assessment.



Figure 1: Location plan



# 2.0 Planning Policy Summary

- 2.1 A review of the key national to local policy considerations relevant to townscape and visual effects has been undertaken. This section can be found in Appendix 2.
- 2.2 The LBM adopted development plan is made up of the Core Planning Strategy (CPS), Sites and Policies Plan (SPP) and the Policies Map. The Borough is producing a new Local Plan, which on adoption anticipated in 2020, will supersede this suite of documents. This is the Merton Local Plan Stage 2 consultation draft (MLPS2) which is currently at draft stage. Although the MLPS2 holds little material weight in planning considerations, it shows the aspirations and directions of planning policy in the Borough.
- 2.3 In addition, the national and London-wide adopted and emerging policy context has been reviewed. Key policy documents are the National Planning Policy Framework 2018 (NPPF), The London Plan the Spatial Development Strategy for London Consolidated with Alterations since 2011, March 2016 (LP), the Draft London Plan 2018 (DLP). Relevant guidance includes the London Plan Character and Context SPG 2014 (CC SPG) and the LBM Design SPD (2004).

- 2.4 The site is within the Raynes Park Neighbourhood. While the site is shown as an industrial area (see Figure 3, CPS 14.1 Raynes Park Sub Area map), this is not reflected on the Policies Map. The recently published MLPS2 identifies the site in an opportunity area for residential development (see fig. 4 and 5, and MLPS2 Strategic vision and objectives key plan and Raynes Park Site RP3 draft allocation). The draft site allocation (MLPS2 Raynes Park Site RP3) highlights the site and adjoining area as a regeneration opportunity noting that:

*"...The character of the area is changing to have an increased residential emphasis... Residential development at the Site would complement both the existing retail use and this existing and emerging residential development in the immediate and surrounding area."*



Figure 2: Extract from Merton's Core Planning Strategy Figure 22.2 Merton Distinctive Areas of the Borough



Figure 3: Extract from Merton's Core Planning Strategy 14.1 Raynes Park Sub Area map



- 2.5 With regard to townscape and visual matters, the policy context requires developments to have regard to whether:
1. the site is in a location that may be acceptable for tall or large buildings where the principle of redevelopment or intensification has been established or change is being promoted? It is an area where character would not be adversely affected by the scale or bulk of a large building, where harm to heritage assets or protected local or strategic views would be avoided, and where there is suitable public transport accessibility? (LP policy 7.7, CPS policy CS14)
  2. It is a mixed use area, where development should promote vibrancy and support regeneration initiatives? It is an area of poor or ill-defined character where the replacement of elements of poor character would be beneficial? It is a location where the promotion of regeneration should take precedence over the desirability of maintaining existing character and setting? (NPPF 122, LP policy 7.4, SPP DM D1, CC Box 3.1)
  3. The development would be sympathetic to local character and history, while not preventing or discouraging change? Would local character be respected, reinforced or enhanced having regard to relevant factors including historical context, setting, urban layout, landscape elements, scale, height and massing of surrounding buildings and architectural language and materials. Would the suburban character of the residential areas to the east and south of the site be respected (LP Policy 7.4, CPS policy CS14, CS 4, SPP Policy DM D1 and DM D2, NPPF par. 122)

4. The proposals are for high quality buildings and place that would function well and demonstrate good urban design principles?
  - a) Would the buildings be of the highest architectural quality and make a positive contribution to the public realm, amenity and cityscape through architectural form, materials, scale, proportion, form and detailing (LP Policy 7.6, SPP Policy DM D2).
  - b) Would the development be permeable and legible, contributing to the understanding and navigation of the urban environment and having clear definition of public and private space (SPP Policy DM D1, CPS par. 22.18).
  - c) Be safe and visually attractive as a result of active frontages and natural surveillance of the public realm (NPPF para 127, SPP policy DM D1 and DM D2, CPS CS14)
  - d) Maintain and enhance any identified important local views and their setting and, where appropriate, create new views (SPP Policy DM D1).
  - e) Contextual architectural form, rhythm and setting which contribute to a sense of place and enhancement of the character of the wider area (DLP Policy HC1, SPP Policy DM D2)
  - f) Have an attractive and well designed public realm (LP policy 7.5, CPS policy CS 14, DM D2).
5. The proposals would optimise the use of the site and make effective use of underutilised brownfield land having regard to the importance of securing well-designed, attractive and healthy places? (NPPF Par. 122, 127, LP policy 7.6).

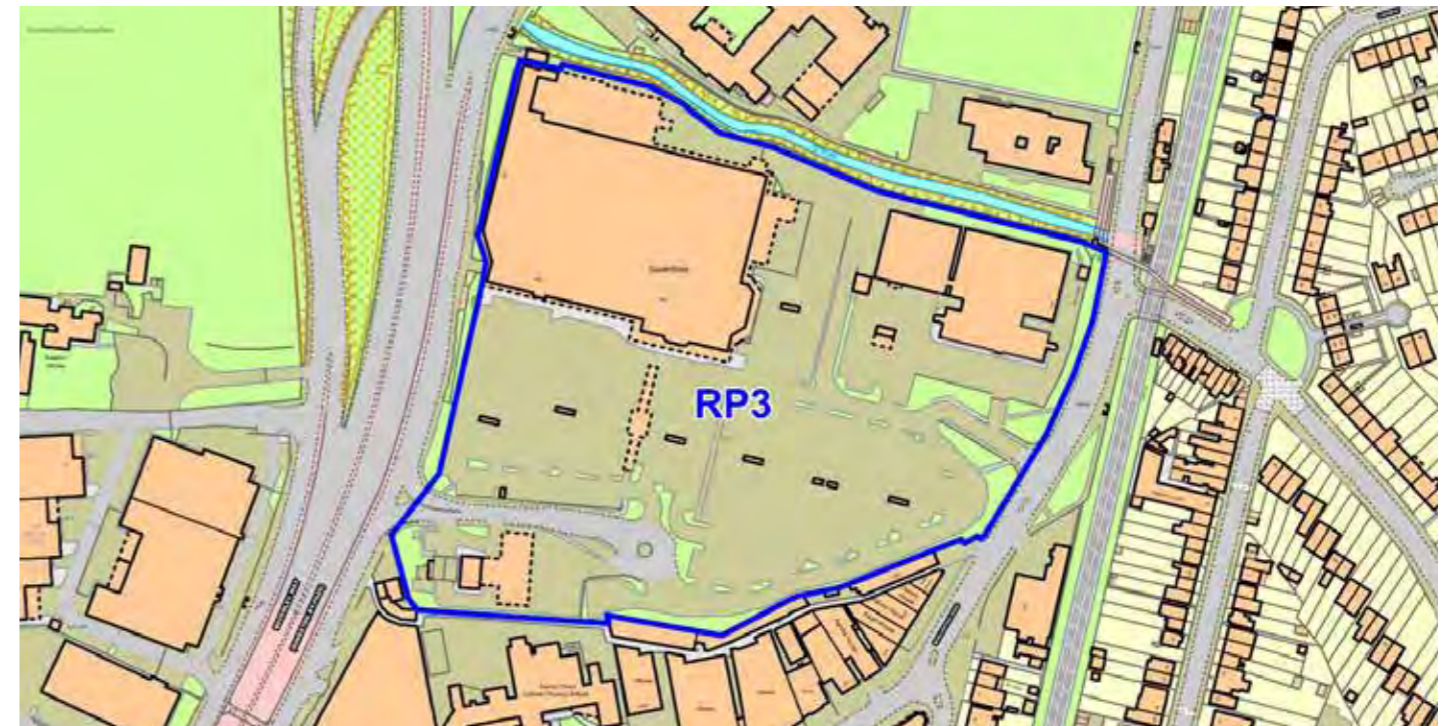


Figure 4: Extract from Merton's Local Plan: Stage 2 consultation draft Raynes Park Site RP3 draft allocation



Figure 5: Extract from Merton's Local Plan: Stage 2 consultation draft Strategic vision and objectives key plan



# 3.0 Baseline conditions

- 3.1 The baseline has been established by a combination of desk study and fieldwork.
- 3.2 The desk study included a review of the relevant policy context and documents that define the townscape character of the site and surrounding area including Ordnance Survey mapping, aerial photography, historic mapping and existing townscape character assessments. A Zone of Theoretical Visibility (ZTV) plot has been prepared using GIS to help to define the zone within the proposed development may be visible.
- 3.3 Fieldwork recorded the character and quality of the site and the surrounding area, confirmed the ZTV and the location of people in the surrounding area who may experience changes in their visual amenity and identified protected views and other representative views. Fieldwork was undertaken in October and November 2018.

## Site and Surroundings

- 3.4 The site is located on Burlington Road, at the junction with West Barnes Lane. It is situated in an area between West Barnes Lane (B282) and the Kingston Bypass and is around 1.1 km south west of Raynes Park station and town centre, 750m north of Motspur Park and 1.7km from New Malden by foot/cycle.
- 3.5 The site is currently occupied by:
  1. a vacant two storey former office building and associated hardstanding/ parking and surrounded by galvanised palisade fencing;
  2. part of the car park and circulation of the Tesco Extra New Malden store;
  3. vehicular access to the office building and egress and pedestrian entrance to the Tesco store from Burlington Road; and
  4. trees and amenity planting along the frontage of Burlington and overgrown trees and other vegetation along Pyl Brook.
- 3.6 Pyl Brook runs along the northern boundary of the site. The Brook and trees along its banks on both sides created a physical and visual barrier to Raynes Park High School and sports facilities.
- 3.7 Beyond Burlington Road to the east is the railway line (serving the Dorking to London Waterloo trains). This separates the site from the West Barnes residential area to the east - which is characterised largely by suburban terraced and semi-detached dwellings, with the houses closest to the site facing east, with back gardens onto the railway line. There is a level crossing close to the

West Barnes Lane junction and a metal footbridge over the railway.

- 3.8 The south of the site adjoins the rear of a number of single and two store industrial units mainly built in brick. There is some planting and trees on the boundary edge which provides partial screening.
  - 3.9 A Tesco Petrol Station and customer recycling drop off area are to the south west with the main Tesco car park to the west. These are accessed from Beverley Way (B282), which runs parallel and adjacent to an elevated section of the Kingston Bypass/ A3, a busy arterial route. There is a large roundabout at the junction of the A3 and Burlington Road, known as Shannon Corner. There are a range of retail, retail warehouse and commercial uses in this area and a number of by large advertising panels along the main road.
  - 3.10 A description of the wider area is provided in the section on townscape character and quality.
- Public transport accessibility**
- 3.11 There are existing bus routes along Burlington Road and Motspur Park station is around 750m walking distance from the southern edge of the Site. It has a PTAL rating of 3.



1: Existing site access/egress to Burlington Road



2: Approaching the site from south along Burlington Road



3: From footbridge at West Barnes Lane to Site



4: Burlington Road/ West Barnes Lane junction



5: Northern site boundary and Pyl Brook



6: Southern edge of Raynes High School



7: Looking west across site from Burlington Road



8: Southern site boundary and adjacent industrial buildings





Figure 6: Site and context photograph location plan



9: Claremont Avenue looking north towards the site



10: Burlington Road



11: Burlington Road looking south



12: Burlington Road looking north towards site



13: View from West Barnes Lane footbridge looking north



14: Burlington Road



15: Tesco Extra New Malden



16: B&Q store and the A3/ Beverley Way junction



## Topography

- 3.12 The Site occupies an area of relatively low lying ground associated with the valley of Pyl Brook and Beverley Brook. The landform rises to the north with areas of higher ground to the north of Raynes Park and around Coombe/Kingston Hill. To the south-west is a low ridge extending north-west from Morden Park to Cannon Hill.
- 3.13 To the south the rise in the landform is less pronounced with a gentle rise along Claremont Avenue which falls away again. Further south the landform rises forming a more elevated arc from Morden to Motspur Park and the south side of New Malden.
- 3.14 The elevated sections of the A3 and railway lines form distinctive elements above the natural ground levels.
- 3.15 The site survey shows that the Site is flat with an existing level of between 14 and 15m AOD.

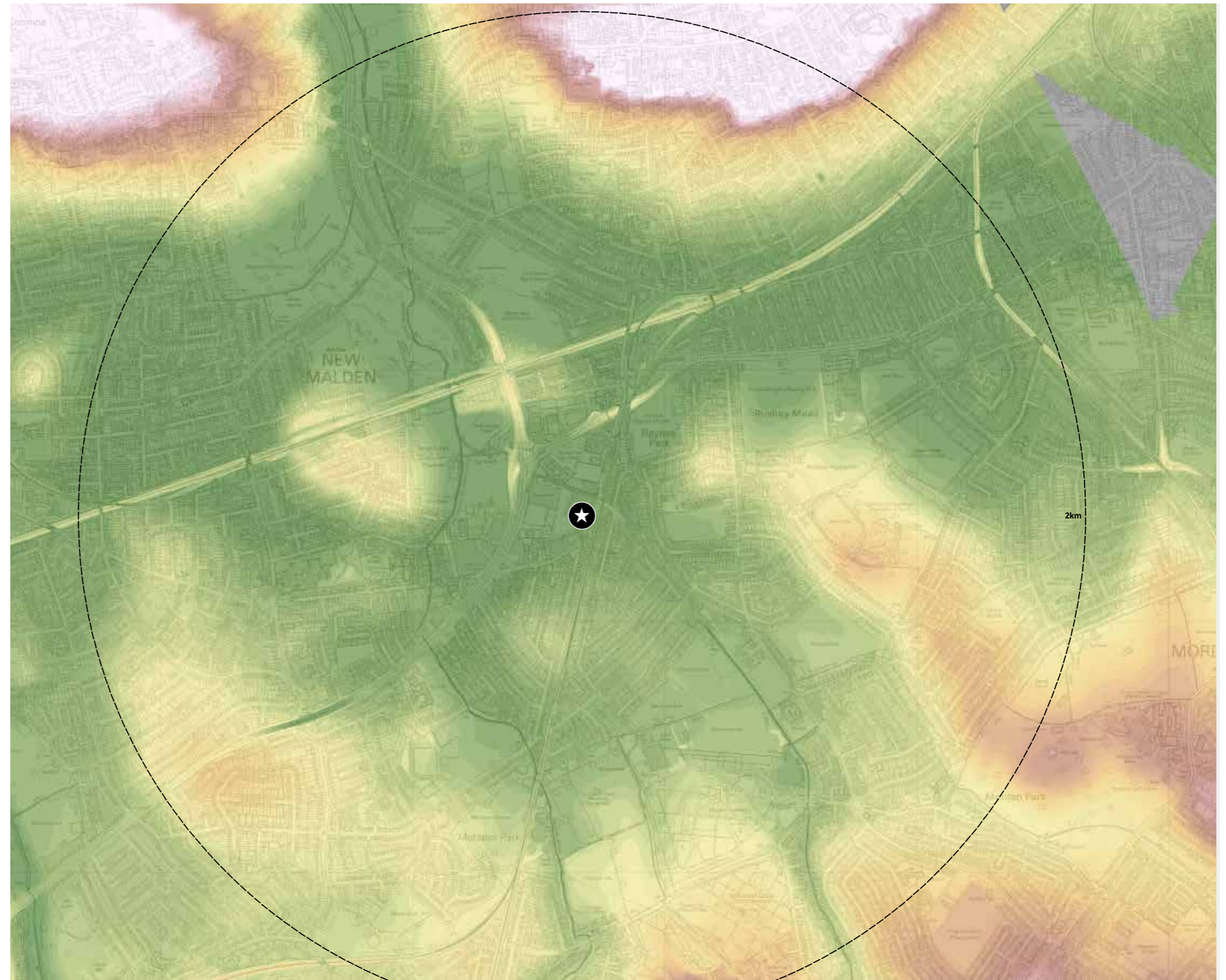
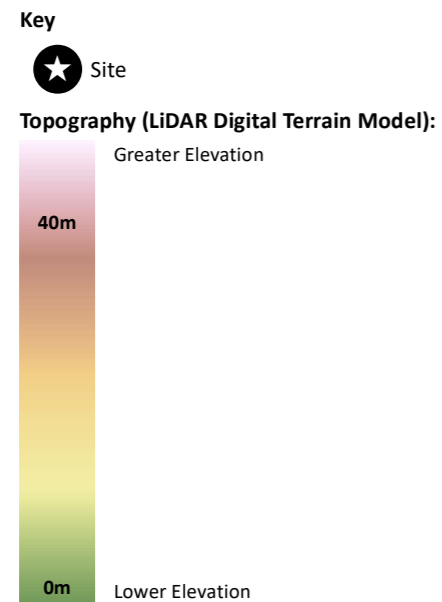


Figure 7: Topography: digital terrain model



## Zone of Theoretical Visibility

- 3.16 The Zone of Theoretical Visibility (ZTV) is the area within which views of the proposed development could be obtained and has informed the extent of the Study Area. The ZTV plots were created using ESRI GIS software (version 10.2.1). The modelling was based on the following datasets:
- Lidar Composite Digital Terrain Model (DTM) 1m spatial resolution, Environmental Agency, 2017;
  - Lidar Composite Digital Surface Model (DSM) 1m spatial resolution, Environmental Agency, 2017; and
  - OS Open Map – Local, 2017.
- 3.17 The ZTV plots identify the areas where there is a potential line of sight between the scheme and the viewer, assuming a viewer height of 1.6m (the median of average male and female heights). They are based on the ground terrain plus built features such as buildings, bridges and walls.
- 3.18 The ZTV (Figure 8) shows the following areas of theoretical visibility (in pink):
- The open areas adjacent to the site namely the Tesco car park to the west, Pyl Brook and Raynes High School grounds to the north and Burlington Road.


### Key



Site


#### Development Spot Heights


Development Height (01): 39.325m (A.G.L.)  
 Development Height (02): 30.100m (A.G.L.)  
 Development Height (03): 27.025m (A.G.L.)  
 Development Height (04): 23.950m (A.G.L.)  
 Development Height (05): 36.250m (A.G.L.)  
 Development Height (06): 20.875m (A.G.L.)  
 Development Height (07): 5.00m (A.G.L.)  
 Viewer Height: 1.6m

 Building (heights sourced from LiDAR Digital Surface Model)

#### Zone of Theoretical Visibility (ZTV):

ZTV represents the area over which a development could theoretically be seen and is based on a DTM. This ZTV represents visibility using a bare ground surface and modelled building heights but does not take account of other screening effects (e.g. vegetation).

 Proposed development not visible

 Proposed development visible

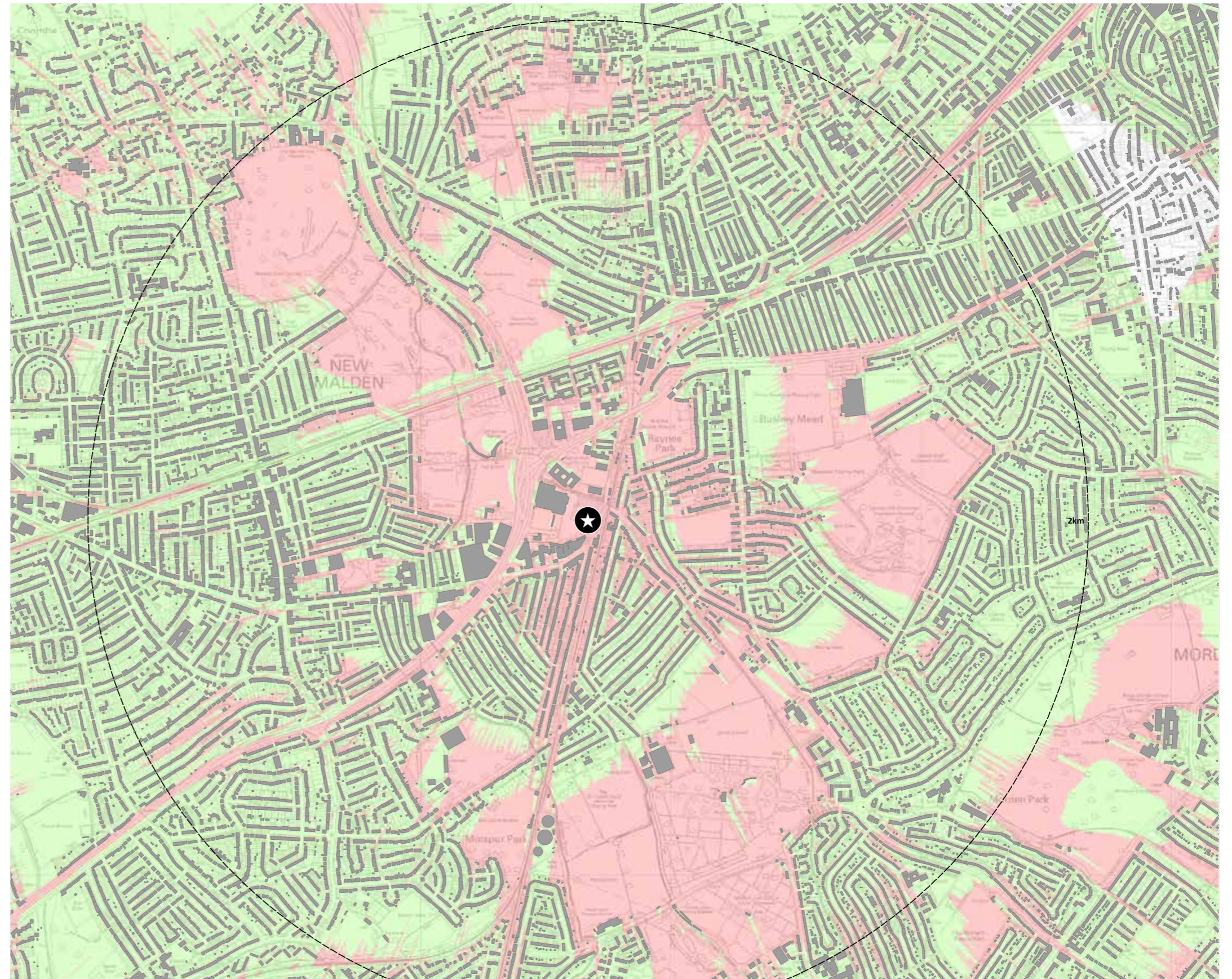


Figure 8: Zone of Theoretical Visibility (landform and buildings only)



- The railway line which runs north-south, and east west at Raynes Park
- Surrounding streets and open spaces within the residential areas to the east and south of the site, West Barnes Lane, Link Way, Claremont Avenue, Cavendish Avenue and parts of Raynes Park, Bushey Mead, Massines Playing Field, Joseph Hood Recreation Ground, Cannon Hill Common, and Motspur Park and Football Club.
- To the west and north, there is a line of site from Kingston Bypass (A3) Beverley Way and Bushey Road (A298).
- Further afield west and north, there is potential visibility from Blagdons Sports Grounds, Raynes Park Recreation Grounds and Old Wimbledonians & Donhead Sports Grounds.
- Visibility from surrounding suburban areas is limited to streets aligned with a line of sight in the direction of the site so is relatively localised and open spaces.
- To the west and north, there is a possible line of site from Kingston Bypass (A3) Beverley Way and Bushey Road (A298).
- Further afield west and north, there is potential visibility from Blagdons Sports Ground, Raynes Park Recreation Ground and Old Wimbledonians & Donhead Sports Ground.
- Visibility from surrounding suburban areas is limited to streets aligned with a line of sight in the direction of the site and open spaces so is relatively localised.

3.19 It is important to note that the ZTV does not account for screening provided by vegetation or small scale structures such as walls and therefore visibility is likely to be considerably less than that illustrated in the ZTV. Fieldwork has been undertaken to review the extent of screening provided on the ground by trees and other vegetation, localised variations in landform and buildings and this confirmed that the potential for views from areas of open space is limited by the extensive and often dense screening provided by mature trees.

3.20 The fieldwork confirmed that there are no clear views in the direction of the Site from elevated residential areas at Raynes Park, Wimbledon or Kingston Hill. There is also some screening provided by trees around and within open spaces.

### Townscape Character

3.21 To establish the townscape character of the surrounding area and the contribution of the application site to this character, fieldwork and desk study has been undertaken to define broad areas that, on the whole, have similar townscape characteristics (noting that there may be some anomalies within them).

3.22 For each character area identified, the key characteristics – the physical, experiential, aesthetic and perceptual factors - that give the area its distinct sense of place are set out. Based on GLVIA3 (para 5.5), the London Plan SPD Character and Context and National Planning Policy Guidance on Design, this has considered the following aspects of townscape character where relevant

1. The context and setting
2. Topography and relationship to built form
3. Historic evolution
4. The urban grain – pattern and scale of streets, development plots and buildings
5. Land use and activity
6. Movement patterns
7. The scale, mass and form of buildings
8. Building style, details and use of materials including vernacular traditions
9. The public realm including the role of open spaces and vegetation

3.23 These aspects are usually positive features but can also be negative in a degraded environment. The townscape receptors that may be sensitive to change arising from development are those positive characteristics are that could be directly or indirectly affected.

3.24 The value of the townscape has also been assessed having regard to any designations and the value of its component parts. The existing townscape quality and value is categorised as very high, high, medium, low or very low, based on the scoring criteria in Appendix 1.

### Context and Setting

3.25 The Site is located on the western side of LBM with Beverley Brook marking the Borough boundary with the Royal Borough of Kingston upon Thames. On the west side of the A3 is the neighbourhood of New Malden. The A3 is a major arterial route between Central London and Portsmouth. Many of the businesses around Shannon Corner identify as being within New Malden.

3.26 The site lies within the Thames Basin Lowlands National Character Area (114). A large landscape character area extending from South Norwood to the Surrey Hampshire border. The primary characteristics of the NCA include but are not limited to:

1. *“Gently undulating lowlands crossed by meandering rivers with broad and flat valley plains.*
2. *Underlying geology of predominantly London Clay with sediments and Chalk to the south and small sand / clay bands; river terrace gravels and alluvium overlie the bedrock along the river valleys.*
3. *Modified and straightened rivers...*
4. *Densely populated and urban towards the east and the Greater London area...*
5. *Numerous major road and rail networks criss-cross the area...*”

### Historic evolution

3.27 Historic mapping has informed our understanding of the general evolution of the site and surroundings together with research of available resources:

3.28 The land was in agricultural use during the 19th century. The OS map from 1871 shows that the railway line to the east had been established by this time. The Pyl Brook can be seen with buildings at West Barnes Farm to the north. A road along the current alignment of West Barnes Lane can be seen. By the end of the 19th century the terrace of houses adjacent to the rail crossing had been built and Grand Drive had been laid out.

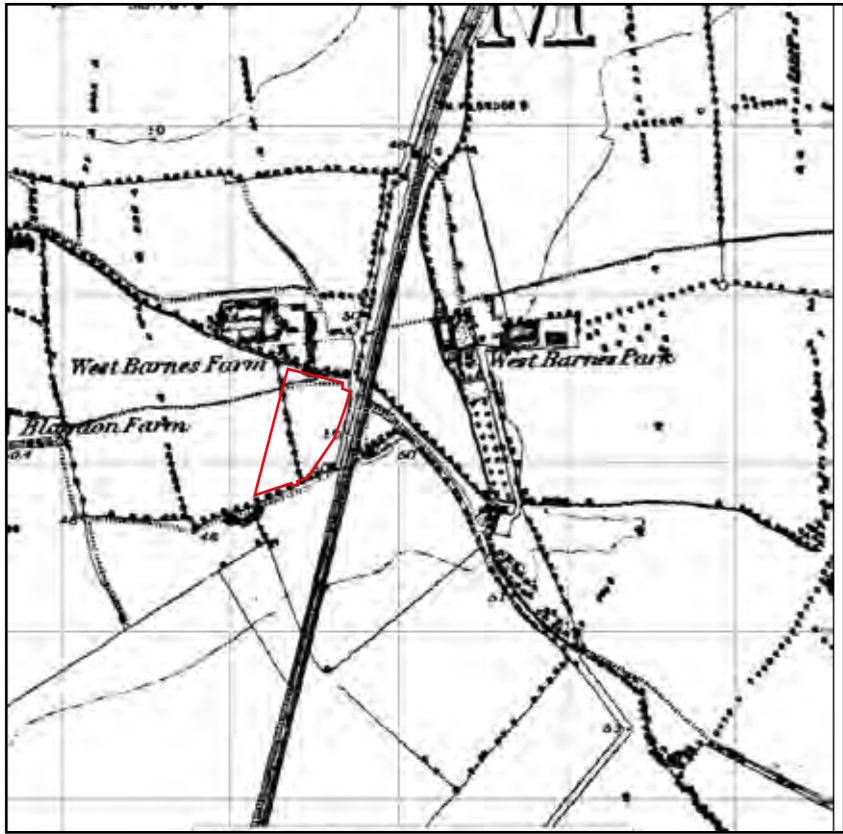
3.29 The OS mapping published in 1914 shows development of the land to the south of West Barnes Lane and east and west of the railway had started to be laid out for housing. A golf course is marked to the north but the Site remained undeveloped.

3.30 By 1938 development had extended across much of the previously undeveloped areas. The alignment of what is now referred to as Burlington Road and the Kingston Bypass (A3) and Bushey Road are shown. A large printing and engraving works can be seen on the Site and land currently part of Tesco. Established on the site in 1919, the Bradbury and Wilkinson Printworks produced stamps and currency for a range of countries and was a major local employer. A large proportion of the land south and east of Burlington Road has been developed for terraced and semi-detached housing. Open areas remain along the Pyl Brook and the development around two sports grounds were being laid out. North of Burlington Road, the built forms have a larger footprint more varied grain and included two schools and various industrial buildings.

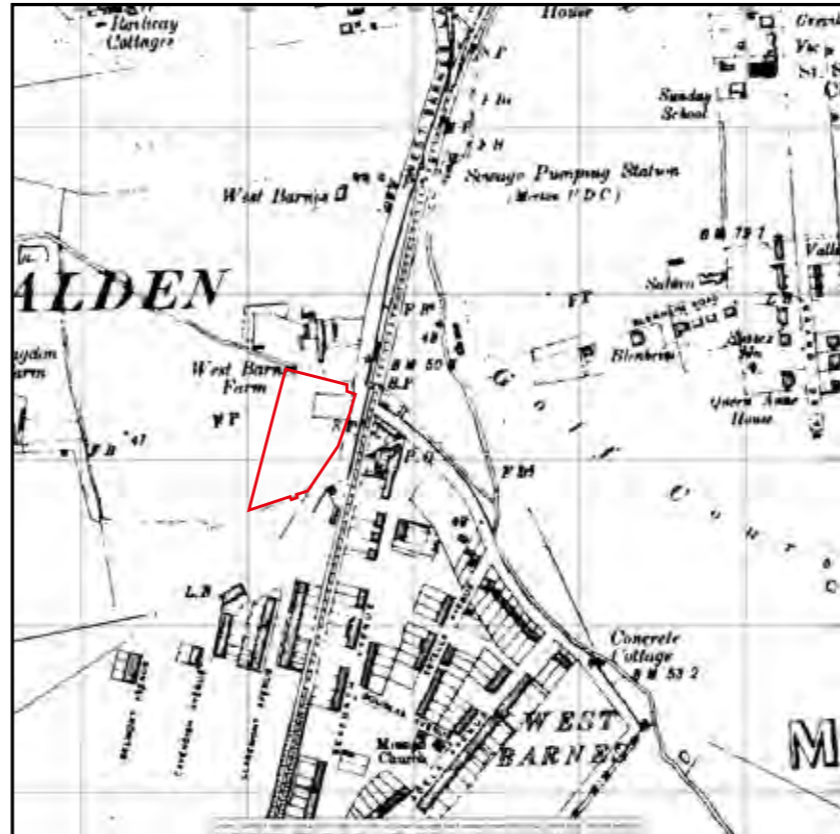
3.31 The OS mapping shows that by 1957 both housing east of the railway line and large scale industrial development north of Burlington Road had intensified. The 1967 OS mapping show the significant expansion of the printing and engraving works within the area bounded by the (now) Kingston Bypass, Burlington Road and Pyl Brook.

3.32 The 1976 OS mapping shows the works to the Kingston Bypass and Bushey Road to had created the roundabouts and overpasses more characteristic of strategic road infrastructure. The Tesco store was developed in 1987 following the closure of the printworks.

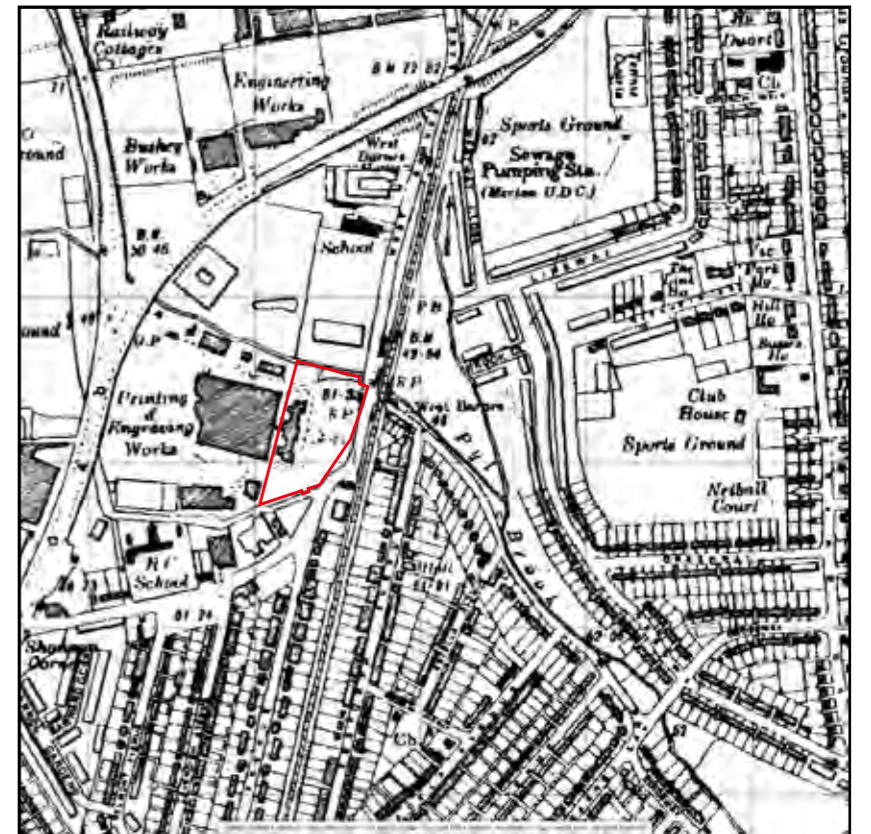




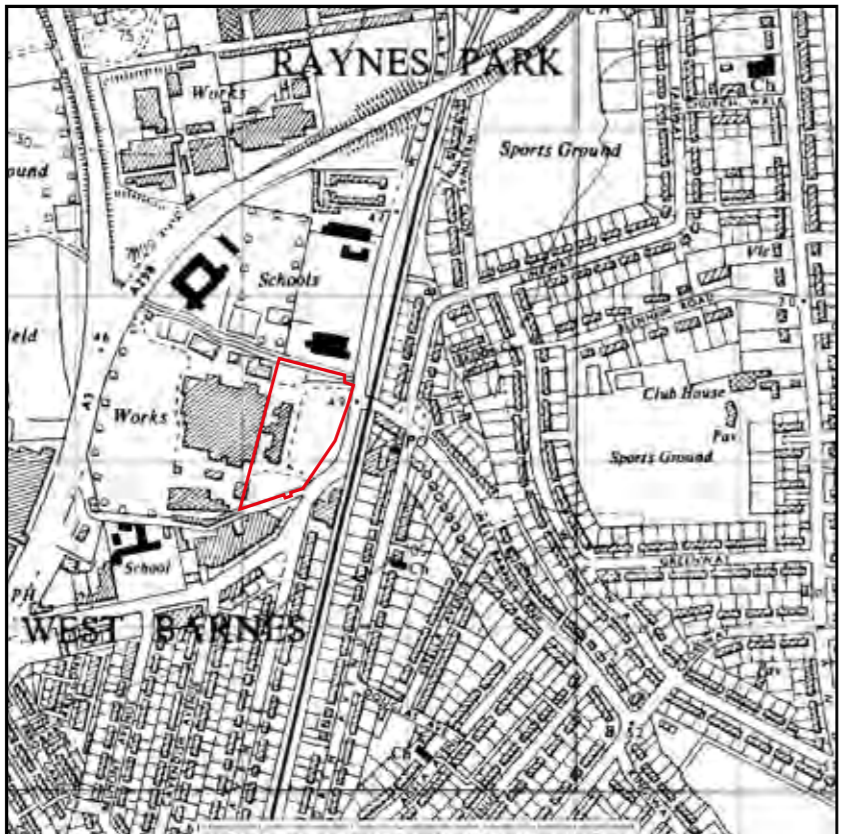
1871



1914



1938



1957



1967



1976



## Urban Design Analysis – wider context

### Pattern and Urban grain

3.33 The site lies within an area along the A3 and Burlington Road, characterised by larger building footprints, and a fragmented pattern of irregular plot sizes (see Figure 9). The development pattern is more intensive than the adjacent suburban residential areas. The defined frontage of Burlington Road breaks down on the Site frontage.

3.34 Within the wider context, the general pattern of development is reflective of the inter and post war suburban housing to the north-east and east, and the early 20th century terraced blocks to the south of the Site. These areas are characterised by long streets and avenues, a regular grain of long narrow plots, with a fine grain of buildings with regular building lines that are relatively consistent.

### Permeability

3.35 The urban block defined by Burlington Road, Beverley Way /A3 and West Barnes Lane is large and lacks permeability via streets. There is pedestrian access (and vehicular egress only) from Burlington Road and West Barnes Lane. As the adjacent Tesco car park is open and can be accessed from Beverley Way, an informal through route is available to pedestrians and cyclists. There is no access to Pyl Brook.

3.36 The residential areas to the east and south consist of long linear blocks which have more permeability than the immediate site area, although this is interrupted by the railway, which has two footbridges.

### Height, scale and massing

3.37 The heights analysis is at Figure 11. Within the area enclosed by West Barnes Lane/Burlington Road (B282), the Kingston Bypass, Bushey Road and the adjacent development, there are a range of building scales, heights and massing which are typical of out of centre retail structures and smaller industrial buildings. These typically have rectilinear forms or low pitched roofs. The majority of development in this area is two to four storey. However commercial floor to ceiling heights mean that development is taller than the two to two and a half storey terrace and semi-detached housing to the south and east of the railway line. The B&Q building rises to around five residential storeys excluding the tower and wind turbine.

### Barriers to connectivity

3.38 There are a number of physical barriers to urban cohesion and connectivity (Figure 12). Most significantly, Kingston Bypass/ Beverley Way create a division between the industrial and residential areas to the east of this strategic road infrastructure and the green open areas to the west, and dominate the character of the immediate areas.

3.39 Similarly, West Barnes Lane/Burlington Road (B282) coupled with the north-south railway line separate the residential area to the east and Tesco and surrounding industrial / retail warehouses to the west. While there is a level crossing and high level pedestrian footbridge, this creates a pinch point for movement and the overhead bridge is a prominent structure of utilitarian appearance.

### Legibility

3.40 As shown on Figure 13, Shannon Corner is a key junction along the A3 providing access to both New Malden and Raynes Park. The existing Tesco superstore has limited prominence and the only recognisable feature is the B&Q. Being on the inside of the bend in the road and having limited scale and architectural quality this lacks prominence doesn't contribute to the sense of place.

3.41 There is an opportunity to better mark Shannon Corner along the A3 and also the Burlington Road/ West Barnes Lane junction. This would reinstate the historic presence of a marker where the printing and engraving works had historically fulfilled that role.

### Placemaking opportunity

3.42 The existing townscape character of the Site and surrounding area is poor and redevelopment of the Site presents an opportunity to repair the existing townscape and to create a new sense of place that is attractive and functions well. Redevelopment would start to deliver the Council's wider aspirations for regeneration of the Shannon Corner area to provide new homes.

3.43 Given the emphasis on the need to optimise the use of previously-developed land in accessible urban locations, including within outer areas of London, a new approach is required. Our urban design analysis has reviewed some examples of developments in broadly similar contexts where attractive new places have been created through the redevelopment of former industrial and other land to deliver new homes without harming the character of surrounding, more domestic scale areas. Examples are set out on page 12.



Figure 9: Urban grain



Figure 10: Permeability





Figure 11: Heights analysis (approximate residential storey heights)

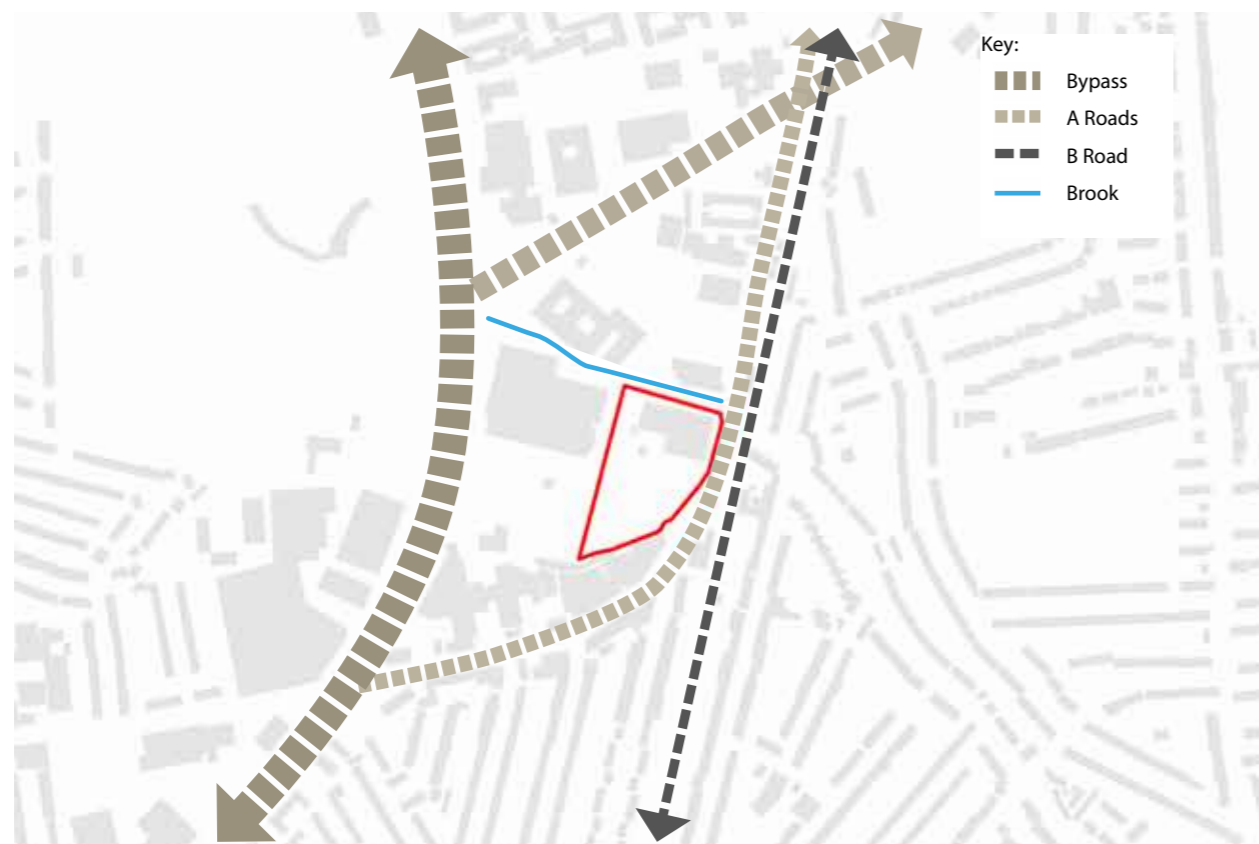


Figure 12: Barriers



Figure 13: A3 legibility and views



# Examples of regeneration/ placemaking



Old Gas Works, Sutton residential development  
Surrounding context: within the centre, fronting onto the High Street. Shares access road with Sainsbury's supermarket. Opposite and adjacent to mixed use 3 storey buildings with ground floor retail with residential above.



118-120 Christchurch Road, Colliers Wood.  
Surrounding context: Close to retail park and supermarket. Opposite 3 storey apartment block and an area consisting of 2 storey terraced and semi detached houses.



23-37 Blagdon Road, New Malden residential development above Lidl  
Surrounding context: Located just off the High Street, above a supermarket. Opposite 2 storey terrace housing on Blagdon Road.



Ram Brewery, Wandsworth  
Surrounding context: Riverside development on main road. Part of the Ram Quarter regeneration area with tall apartment buildings. Low rise 2-3 storey terrace blocks to the east and north east



### Townscape Character and Quality

3.44 The following Townscape Character Areas (TCA) have been identified in the immediate area as having the potential to be altered as a result of the proposed development:

- 1 Shannon Corner
- 2 West Barnes residential area
- 3 Burlington Road apartments
- 4 Recreational open spaces

3.45 These townscape character areas are identified on the Townscape Character Areas Plan at Figure 14. The character of these areas is described in this chapter and their townscape quality evaluated by reference to Table 1 in Appendix 1.

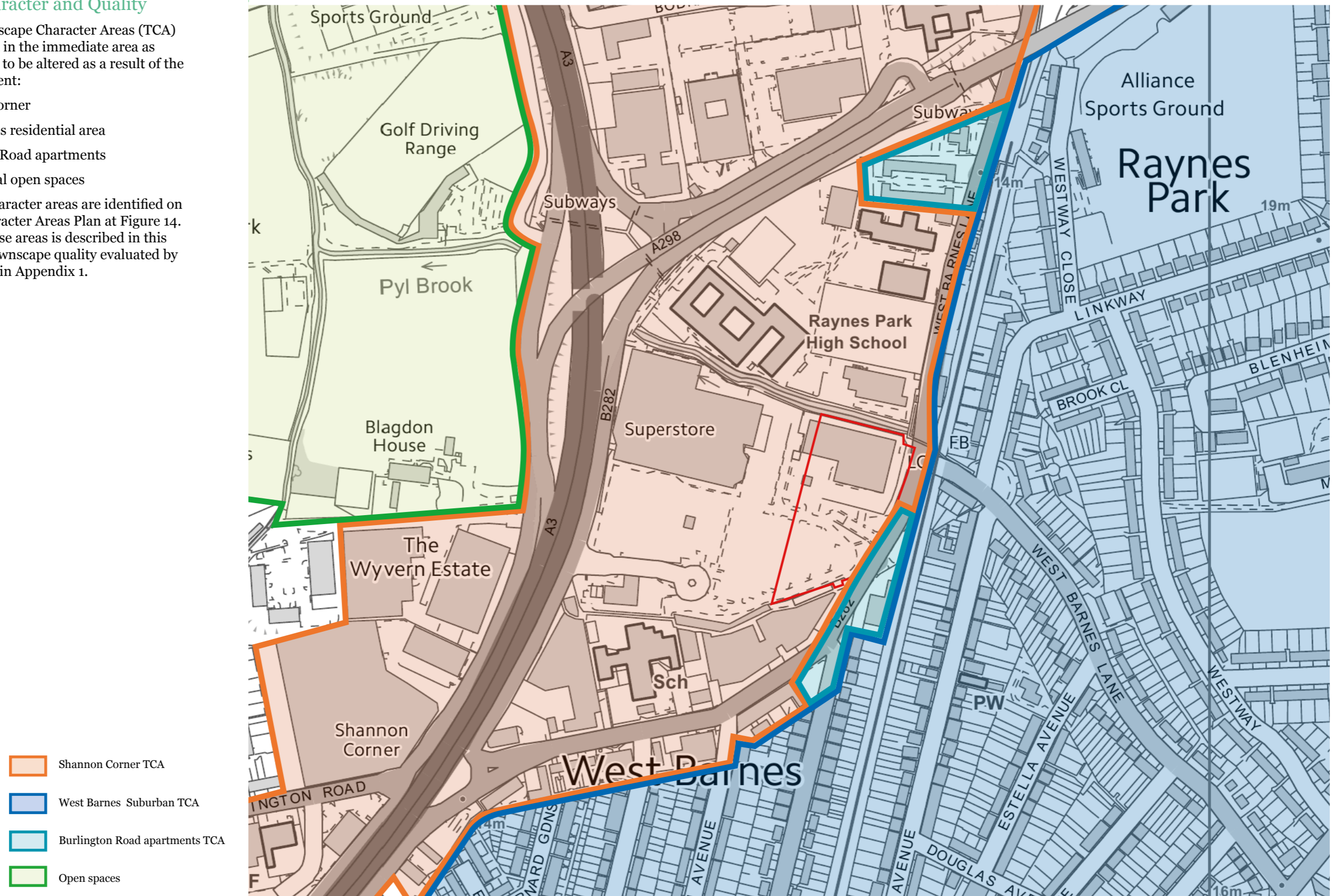


Figure 14: Townscape Character Areas



# Character Area 1: Shannon Corner TCA

3.46 The following features and characteristics typify this area:

1. The area is relatively flat although the Kingston Bypass (A3) and footbridges over the railway are man-made features elevated above general ground levels.
2. Transport infrastructure is dominant and Burlington Road and the railway line form a physical barrier clearly separating this townscape character Area (TCA) from the West Barnes suburban area.
3. Land uses in the area are predominately large retail warehouses and medium to small scale retail, industrial and employment uses that developed during the 20th century together with two schools.
4. The roads define a substantial urban block with poorly defined street frontages. Plots are medium to large and irregular in shape.
5. The major road infrastructure and large open car parking areas give the area a car dominated character.
6. The grain comprises medium to large building footprints. The placement of the built form shows little consistency in its relationship to street frontages leading to a weak sense of enclosure in places. This together with the extent of hard standing, contributes to a fragmented character.
7. The buildings with larger footprints are typically rectangular warehouse structures with mostly blank facades and little or no fenestration. The majority of smaller scale industrial and employment uses are cladding or brick construction, with a better relationship to the street with active frontages at ground level and windows on the storeys above. There is a variety of building heights generally from commercial one to four storeys.

8. As a consequence of the large scale plots, including extensive areas of car parking and industrial scale buildings with ill-defined entrances, there is little permeability and poor legibility in the area.
9. There are few trees and limited vegetation. An exception to this is Pyl Brook which has trees and overgrown vegetation along it. This feature has some latent amenity value but runs in a man-made channel.
10. The infrastructure of the Kingston Bypass, advertising hoardings, railway infrastructure all contribute to a lack of human scale on the ground. The public realm is of poor quality.
11. There is various activity throughout the day. However, the dominance of vehicular movement, combined with the lack of active frontages detracts from the vitality of the area.

3.47 The Shannon Corner TCA is of **very low** townscape value with considerable potential for enhancement. A proportion of the area is identified in emerging planning policy for regeneration and redevelopment for including new residential uses.

3.48 The susceptibility of the TCA to a mixed use redevelopment including residential uses is therefore **low**.



Roundabout beneath A3 overpass



Tesco Extra New Malden





Frontage to Burlington Road, cluttered public realm



Large block of B&Q with corner tower



Industrial units fronting Burlington Road



Vacant industrial buildings contributing to a lack of activity



# Character Area 2: West Barnes Suburban TCA

- 3.49 The following features are characteristic of this area:
1. The land rises to the east and south of the area, streets rise with the landform, resulting in a stepping of the built form in places.
  2. The area dates predominately from the first half of the 20th century. It is bisected by a railway line dating from the 19th century which has influenced the layout of the streets.
  3. The street pattern is typical of suburban residential development with long linear blocks of generally regular depth except where open spaces are integrated.
  4. The urban grain is generally fine and uniform, with long narrow plots with long back gardens and buildings consistently located towards the front of the plot. Building lines are consistent or step in places.
  5. The building forms include primarily short terraced and semi-detached houses mainly of two to two and a half storeys, with some detached and apartment buildings. Pitched roofs forms (both hip and gable) predominate.
  6. Building materials typically comprise of brick and/or render with tiled or slate roofs. Details include two storey bays, porches, gables, tile hanging and half timbering.
  7. Landscape elements within the street provide some greening of the urban area and include some small street trees, small areas of amenity space and vegetation within front gardens.
  8. Low brick walls, hedges and fencing demarcate the public streets from the private front gardens. There has been some erosion of character where gardens have been hard surfaced and parked cars are prominent within the street scene.
  9. There are two recreation grounds within the area east of the railway line, however the houses typically back onto these spaces, and they therefore contribute little amenity value to the public realm.

- 3.50 The value of the townscape character is **medium**. There is a clear urban structure to the area with uniform and coherent characteristics in terms of use, building scale and massing and relationship to the public realm.
- 3.51 Suburban residential areas dating from the first half of the 20th century are a common and extensive townscape type across LBM and much of Greater London. Local policy seeks to protect the character of such areas, however the proposed development would only affect views from localised areas rather than result in physical changes to within the area itself. The susceptibility of the character areas to change would be **low to medium**.
- 3.52 The overall sensitivity of this townscape character area to change is **low to medium** depending on location.



Kingshill Avenue, the gas holders at Motspur Park are seen along the street



Estella Avenue





Houses on Claremont Avenue



Semi-detached houses dating from the inter-war period



Stepped arrangement with larger front gardens along West Barnes Lane



Short terraces on Claremont Avenue



# Character Area 3: Burlington Road apartments TCA

3.53 These are discreet pockets of apartment buildings along Burlington Road and West Barnes Lane that share the following common features:

1. The land is flat and has not influenced the urban layout or development form.
2. The areas are bound by transport infrastructure.
3. Plots are medium to large with medium footprint buildings in use (or proposed for) residential apartments.
4. The built form either fronts directly onto the street or is slightly set back with some parking and soft landscaping.
5. The buildings are three to five storeys in height, with varied massing (linear, rectilinear and triangular forms) and have both flat and pitched roofs.
6. The buildings are faced in a mixture of brick and render. The buildings have a common entrance. Details including balconies, projections and bays. Their architectural style varies according to the age of construction.
7. There are trees and soft landscaping along the perimeters of some plots which contribute to the amenity of the area and help to soften the effect of busy roads/ the railway.

3.54 The buildings are of varying architectural quality and presence of road and railway infrastructure and detracting elements such as advertising hoardings limit the overall quality of the area. The existing value of the townscape area is **medium to low**. The area does not have any historic or cultural sensitivities and the buildings are typical of their period of construction. The townscape has **low** susceptibility to change as a result of the proposed development and the overall sensitivity of the townscape to change is **low**.



Apartments at junction of Burlington Road/Claremont Avenue. Apartments of 4-5 storeys are currently under construction



Commercial 2-3 storey buildings facing 3-4 storey apartments at Burlington Road/Claremont Avenue





Development of four storey apartments accessed from West Barnes Lane



Four storey apartments adjacent to Bushey Road



3-4 storey apartments at the junction of Burlington Road / Claremont Avenue



CGI of 5 storey development under construction at Burlington Road



# Character Area 4: Recreational open spaces

3.55 The following typifies this area:

1. Low lying land along the Beverley Brook valley that rises towards the west.
2. Area contained to the east by the A3 which is at a higher level, Pyl Brook and Beverley Brook run through the area east-west and north south respectively.
3. The area is intensively used for sport and informal recreation including a golf driving range, 'adventure' golf, Blagdons Sports Ground and Old Emanuel rugby club, Goals (5 a side pitches) and Beverley Park.
4. Largely open green space with some hard landscaped parking, playing surfaces, single storey buildings with pitched roofs and medium massing including club houses and structures ancillary to the driving range.
5. Each use has different characteristics. The Park is a formal laid out space with children's play, maintained amenity space and cafe. The golf centre and rugby club include a number of single storey buildings, other structures and parking together with maintained sports facilities. The driving range netting is a prominent feature on the boundary with the A3.
6. There is limited permeability through the area with each of the uses having separate boundaries.
7. The role of soft landscape elements in character is more apparent than surrounding urban areas with mature trees within and around the park, along the watercourses and the embankment to the A3. The watercourses are a notable feature although not prominent within the area. Noise from the A3 is apparent across the area.

3.56 The area provides a locally valued recreational

resource and has a **medium** townscape value. The susceptibility of the area to change is **low** owing to its separation from the site by the A3 and existing awareness of the surrounding urban area from within the character area. The sensitivity of the TCA to change is reduced by the awareness of the surrounding context to **low**.



View across Blagdons Sports Ground from World of Golf



Pyl Brook





Netting to golf driving range seen along A3



Beverley Park



Jurassic Encounter Adventure Golf



Blagdon's Sports Ground frontage to A3



## Visual Receptors

- 3.57 Visual receptors are people within the surrounding area whose views or visual amenity could be affected by development proposals. The extent to which people perceive changes to views or visual amenity as being detrimental is largely dependent on their expectation and activity. Visual receptors that are more susceptible to changes to views include:
1. Users of public open spaces, whose focus is on amenity (e.g. Beverley Park);
  2. Residents with an outlook in the direction of a site from a main habitable room (e.g. residents of Seaforth Avenue and Linkway); and
  3. Users of public rights of way, particularly for recreation, whose focus is on amenity (e.g. footpath crossing Sir Joseph Hood Memorial Fields).
- 3.58 Other receptors who as a result of their activity or context tend to be less susceptible to visual change include:
1. Motorists, their passengers and people using public transport whose views are transient and generally not focussed on visual amenity;
  2. People on trains; and
  3. People at work or engaged in other activities such as shopping or active recreation that are not focussed on visual amenity.

## Representative Views

- 3.59 This analysis has considered 8 publicly-accessible views from the surrounding area that are representative of the experience of different types of visual receptor. The views have been chosen to reflect typical views over a range of distances and some of the main receptors that may experience changes to views and visual amenity.
- 3.60 The representative view locations are illustrated on Figure 15 and listed below:
1. View from Tesco entrance/ Beverley Way
  2. Burlington Road/ Cavendish Avenue Junction
  3. Claremont Avenue (north)
  4. Claremont Avenue (south)
  5. West Barnes Lane/ Linkway
  6. Linkway
  7. West Barnes Lane (north)
  8. Public footpath Sir Joseph Hood Memorial Fields

### Key

Site Boundary



Representative views

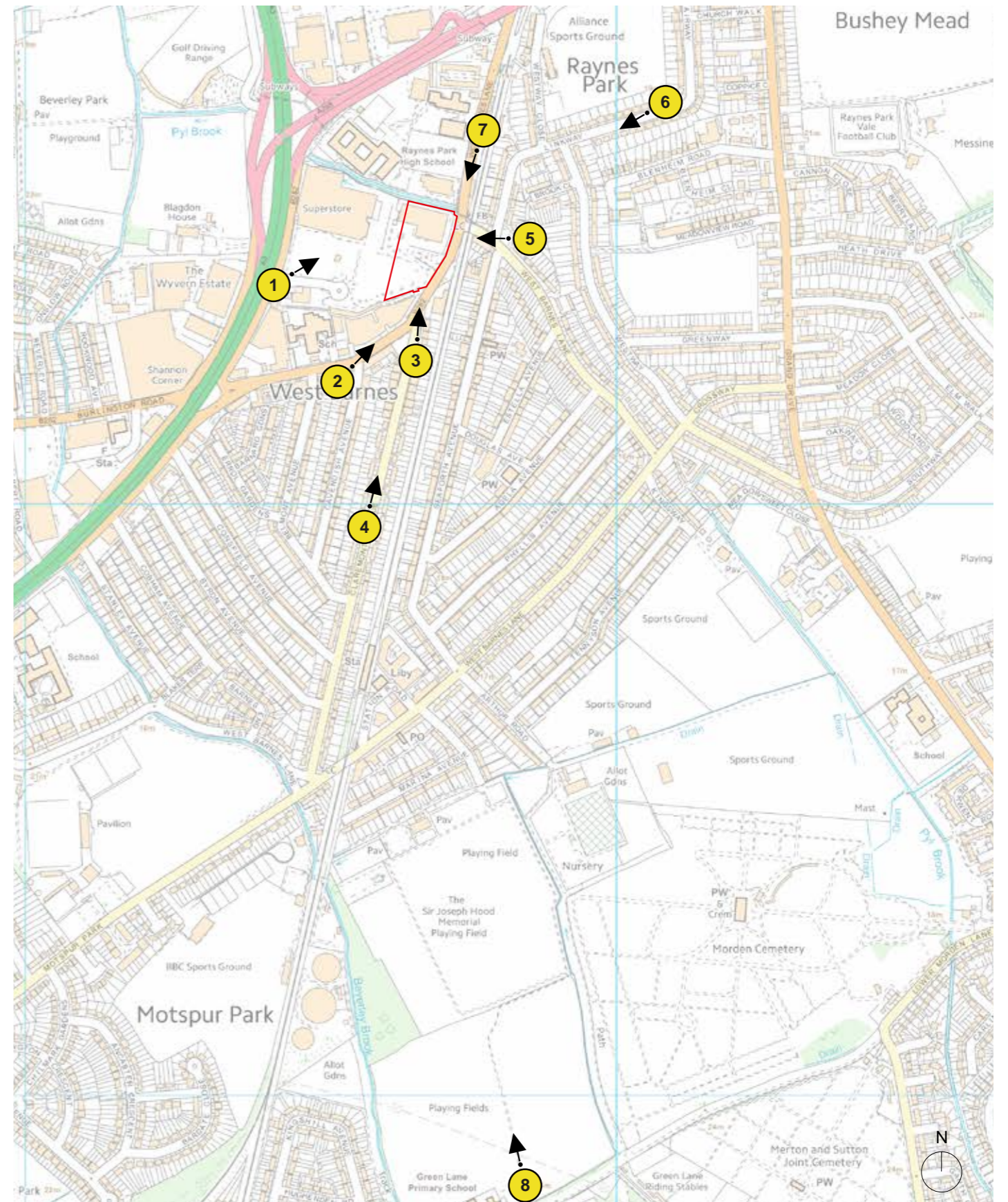
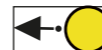


Figure 15: Key representative view locations



# 4.0 The proposed scheme

4.1 The application proposes the redevelopment of existing vacant buildings and part of the car park of the Tesco Extra Store for a residential led mixed use scheme.

4.2 The following aspects of the scheme are relevant to the analysis of the townscape and visual effects.

1. Two urban blocks either side of a central vehicular access route, which also provides pedestrian connections and vehicular egress from the Tesco car park.
2. Commercial uses at ground level on the Burlington Road frontage and wrapping around the corners of the access together with cores/facilities serving the apartments above and car parking. Buildings above ground level are arranged around a landscaped courtyard spaces at first floor level. The spaces are oriented north - south with buildings generally to the east and west sides.
3. Buildings on the Burlington Road frontage ranging in height between 6 and 8 storeys with the buildings ranging in height from 8 to 15 storeys to the west adjoining the car park.
4. The northern block would be set back from Pyl Brook. Vegetation would be thinned out to create a private garden space that provides access to the flats and mews buildings. It is intended that when the wider masterplan comes forward this would become a publicly accessible route.
5. To the west, where both buildings adjoin the existing car park and new access to the Tesco service yard, the buildings are slightly set back with a landscaped strip incorporating climbing plants. The ground level is articulated with brick piers with decorative perforated metal screens to the car park. Measures are envisaged to ensure that this could be changed into an active frontage of business units or similar as and when the future masterplan comes forward.
6. The architectural concept for the materials and details has drawn reference from the former printworks on the site. The buildings would be mainly faced in red and pale grey brick, with the pale brickwork on the interior alluding to the silver fern. Dark engineering bricks and coloured glazed bricks are also envisaged in places. The brickwork details, metalwork to balconies and screens to the car park echo the colour and patterns of

the stamps and banknotes that were once produced on the site.

7. Along the Burlington Road frontage, the proposals introduce street trees planted in blocks, planters and rain gardens. Along the central access tree and amenity planting is proposed within the public realm. Paving is proposed to differentiate this central street from surrounding areas
  8. The podiums would provide private amenity space for the residents, with access from the cores
  9. At roof level, green roofs would enhance biodiversity and provide water attenuation as well as incorporating PV arrays
- 4.3 Full details of the design of the proposed development and its evolution can be found in the accompanying Design and Access Statement.



Figure 16: Landscape masterplan



Figure 17: Ground floor layout





Figure 18: View north from Claremount Avenue



Figure 19: View west from Burlington Road



Figure 20: View east along the new access road



Figure 21: View east from A3



# 5.0 Townscape and Visual Effects

5.1 The following provides an assessment of the scheme on townscape character based on the Site itself and each of the townscape character areas identified in section 3.0. The Site lies entirely within the Shannon Corner TCA.

## Townscape Character of the Site

5.2 The susceptibility of the Site to change is low given its identification in emerging policy as being suitable for residential redevelopment and the existing vacant buildings which are of poor quality. Existing trees along the Site frontage [to add following receipt of tree survey/AIA]. The townscape value of the site is low as is its sensitivity to change.

5.3 The principle of a residential-led redevelopment in this location is promoted in the emerging policy context. The proposed uses would be consistent with the emerging local and national policy in that it would start to define a new residential character that would optimise the use of the site, integrating complementary commercial and business use at ground level.

5.4 The large footprints of the proposed blocks would be consistent with the existing pattern of development which exhibits a clear difference between the building footprints of the industrial and commercial areas along the A3 and Burlington Road and the finer grain of the wider suburban residential areas. There would, however, be improved definition and orientation of frontages and greater clarity and legibility of the pedestrian connection through to the Tesco store.

5.5 Along Burlington Road, the proposals would replace existing planting and a vacant building with a new active building frontage incorporating commercial units at ground level. These together with the entrances to the flats and perforated screens to the car park would create a distinct base to the building. The public realm would incorporate street trees and high quality paving materials to form an enhanced ground plane and entrance/exit. The new buildings would increase natural surveillance and provide an enhanced perception of safety. The change would create a more urban and distinctive frontage.

5.6 The scale of development would be markedly taller than the surrounding townscape, however, a number of factors would ensure that the scheme can be accommodated without material harm to locally valued townscapes. There are no heritage assets or townscapes designated for their

townscape character in the surrounding area and the townscape character of the immediate areas is poor. Major infrastructure including the A3, Bushey Road, Burlington Road and the railway / railway bridge helps to reinforce the physical and perceived separation of the Site from the surrounding suburban residential areas. While the character would be different, there has historically been a difference in character, between the former industrial and commercial area of Shannon Corner and their residential hinterland albeit that the scale of development will make this a more prominent aspect of the townscape. The scheme will, together with the wider site, provide a reference point marking Shannon Corner along the A3. The new buildings and public realm created by the proposed development would be of high quality, reflecting investment in the Site.

5.7 The massing of the blocks has been broken down with development ranging in height from six to nine storeys on Burlington Road, and between seven and 15 storeys adjacent to Tesco and the wider Site; the taller elements being positioned where there is an interface with the proposed future redevelopment area. Steps in the elevations and fenestration patterns help to further articulate the built forms. Pitched roof forms would provide greater roof level interest creating a distinctive silhouette. The variation in form and material helps to break down the scale and the mass in views from the surroundings. The proposed buildings would help to positively define the Burlington Road frontage which currently lacks enclosure where it adjoins the railway. They would provide a focal point along Burlington Road as well as along the A3 assisting with legibility of Shannon Corner within the townscape.

5.8 The design of the frontage to the car park has made allowance for potential future re-provision of the Tesco Store as part of a wider mixed use redevelopment including housing as envisaged in emerging policy.

5.9 The proposed development would be set back from Pyl Brook creating an attractive semi-private amenity area forming part of the entrance to one of the blocks and two units that provide natural surveillance of the route. This would increase visibility and role of the watercourse and all, if the wider redevelopment scheme comes forward, the opportunity to create a pedestrian link along the watercourse has been safeguarded. Large podiums would provide amenity space and an attractive outlook from the residential units surrounding them.

5.10 Architecturally, the scheme draws references from the past use of the site as a print and engraving works that once formed a local landmark along Burlington Road. The materials and details are of high quality and carefully considered with an industrial aesthetic with unique decorative touches in the balcony treatments and car park screen treatments. Further articulation of the built form is provided in patterns of fenestration, balconies and use of a varied palette of materials. There is subtle variation between the block that would provide variety while maintaining an coherence.

5.11 Consideration has been given to how the development will create a distinctive new sense of place, on its own and in combination with any potential future redevelopment of the remaining Tesco site.

5.12 There would be a wholesale change to the character of the site. Although the development would be taller than existing development, the effect of the increased visual prominence would be mitigated by the massing of the built form, articulation of the elevations, the use of high quality details and materials, the creation of a positive frontage and new streetscape to Burlington Road and opening up Pyl Brook that address existing issues and would help to create a distinctive sense of place. Overall, and on balance, there would be a major beneficial townscape effect on the Site itself.

## Effect on the Surrounding Townscape Character Areas

5.15 The assessment has considered the effects of the proposed development on the character area within which the Site is located and also surrounding townscape areas. This considers the degree of change to the townscape and the sensitivity of the townscape to come to a judgement on whether the proposal will result in a minor, moderate or major effect and whether that effect would be beneficial, neutral or adverse. It considers the changes to the aspects of townscape character which were identified as important through the character assessment or the policy context.

## 1 Shannon Corner TCA

5.14 There would be a high magnitude of change to the TCA. This would include a direct change arising from the replacement of the currently undistinguished site frontage to Burlington Road with a better-defined street frontage formed by new buildings. While existing trees and vegetation would be removed this is of limited quality and contributes to the lack of vitality and natural surveillance which is compounded by the relationship to the railway line and prominence of advertising hoardings.

5.15 The mix of uses, with commercial units at ground level, is compatible with the existing character of the Burlington Road frontage. Further residential uses are promoted in the emerging policy context and would increase activity and vitality. The buildings have been designed to provide active frontages in key locations (Burlington Road/ the access and Pyl Brook). The visual interest of the street scene would be enhanced by this and the traditional relationship of buildings to the back of pavements would be extended. Street trees and planters with integrated seating would provide greening of the public realm and replace vegetation removed to enable the redevelopment.

5.16 The large footprint of the blocks is compatible with the existing pattern of development in the area.

5.17 The relationship of the built form to Pyl Brook would be enhanced with a new building orientated to outlook onto it and a landscape scheme that would increase the presence of the watercourse, providing residents with access and enhancing biodiversity.

5.18 The building scale (seven to nine storeys on Burlington Road and seven to 15 storeys adjacent to Tesco) represents a departure from the existing scale of building in the character area. This would result in the proposed buildings being visible across much of the area. In the context of emerging local policy which seeks to promote the redevelopment of the wider site and national and emerging London Plan policy which points to optimising the potential of sites, in locations where change is being promoted an increase in scale is appropriate in principle. The scale of the proposed development would not harm any heritage assets and there are no sensitive townscape elements within the character area. The massing of the built form steps up and is broken down into smaller mitigating the scale. The new buildings would have a presence along the A3 with the pitched roof



- forms creating a distinctive skyline that would enhance the legibility of Shannon Corner along this arterial route. Along Burlington Road there is a gradual stepping up in scale. Owing to the large extent of the car parking area to the west, the taller building form can be accommodated. The flats would provide some natural surveillance of the parking area and would enhance the perception of safety.
- 5.19 The new development would function well and be attractive. Measures have been secured through pre-application discussions to ensure that the scheme would also function at such time as the Tesco store is redeveloped. The use of brick is compatible with the character of the area and the reinterpretation of the former use within the details of the buildings is well considered and would result in a high quality and attractively detailed new development. The visual interest of the detailing would be apparent within the area.
- 5.20 There would be a **moderate beneficial** townscape effect.
- 2 West Barnes Suburban TCA**
- 5.21 Changes to the character of the area would result from the visibility of the proposal in views out of the character area from adjoining streets and roads aligning with the proposed development, particularly where these are elevated. These changes to views would be localised with screening provided by frontage buildings across much of the area. The overall magnitude of change to the character of the area as a whole would be low.
- 5.22 The proposed development would reinforce the historic difference in character between the two sides of Burlington Road. Where the existing vacant buildings and car parking are currently seen such as the West Barnes Lane and Claremont Avenue junctions, the introduction of new buildings that are well designed and detailed would enhance townscape character of the adjoining areas. Where the new buildings introduce a secondary layer of development, this would be a new element in the townscape but would only be seen from relatively limited locations. The materials and colour of the proposed development would be compatible with the character of the wider area. The articulation of the built form, the variety in the materials and the detailing help to break down the apparent scale.

- 5.23 There would be a minor adverse effect on the townscape character of the TCA.
- 3 Burlington Road apartments TCA**
- 5.24 There would be a low degree of change to this character area arising from the introduction of new buildings into views along Burlington Road.
- 5.25 The proposed buildings would range in height between seven and nine storeys so would be taller than the buildings within the character area. The rectangular massing, architectural language and materials would however, be compatible with the character area. Overall, the proposals would lead to greater townscape coherence at the junction of Burlington Road and Claremont Avenue. There would be no effect on the part of the character area adjacent to Bushey Road. There would be a **minor beneficial** effect on the TCA.
- 4. Recreational Open Space TCA**
- 5.26 There would be a low degree of change to the character area as a result of the introduction to views of taller buildings in the wider area from some locations. These would be limited by dense vegetation, elevated parts of the A3 and the distance from the Site.
- 5.27 Awareness of development in the wider area would not be unexpected or harmful given the context is one in which existing buildings are seen, noise from the road is audible and these are intensively used recreational spaces including buildings and other structures.
- 5.28 There would be a **neutral** effect on townscape character.

## Summary of Townscape Effects

- 5.29 The appraisal has identified a major beneficial effect within the Site itself largely based on the townscape benefits of developing a poor quality frontage with well-designed new buildings that will add to the vitality of the area, provide visual interest in the design and articulation of the frontages and include an enhanced public realm. The scheme has been carefully designed to incorporate subtle reference the historic use of the site as an engraving and printworks that produced stamps and banknotes. This has led to a bespoke and visually interesting architectural language. The pitched roof form creates a distinctive skyline that will enhance the legibility of Shannon Corner along the A3.
- 5.30 There would be a moderate beneficial effect on the Shannon Corner character area as a result of the regeneration of the frontage of Burlington Road, a minor beneficial effect on the Burlington Road apartments character area and a neutral effect on the recreational open spaces.
- 5.31 A localised minor adverse effect on the character of the suburban residential areas has been identified.



## Effect on Views and Visual Amenity

- 5.32 The visual analysis has been undertaken with reference to eight representative views that have been agreed with officers at LBM. Photographs of the existing views from each position are provided together with commentary on the key components of the view (skyline definition, composition, characteristic features, positive and negative attributes). For each location an overview of the receptors affected is given together with an assessment of their sensitivity to changes in visual amenity (in accordance with GLVIA3).
- 5.33 The visual effects are then assessed having regard to:
1. the sensitivity of the visual receptors, considering both the value of the view and the capacity of the receptors (or people) to accept changes to views; and
  2. the predicted degree (or scale) of change to the view. Reference has been made to a combination of photographs, accurate visual representations (AVRs) and application drawings to determine the predicted change to the view.
- 5.34 The nature of the change has been assessed as beneficial, neutral or adverse having regard to the visual characteristics of the townscape and the change arising from the application proposals. Consideration has also been given to whether the visual effect would be negligible, minor, moderate or major.
- 5.35 The criteria applied in the assessment are set out in Appendix 1.
- 5.36 The AVRs have been prepared by The Visualiser Limited and the methodology for their preparation is set out in Appendix 3.

### Key

Site Boundary



Representative views

