

Twickenham Riverside

Heritage, Townscape & Visual Impact Assessment



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i | Table of Contents

- 1 | INTRODUCTION 1
- 2 | PLANNING LEGISLATION, POLICY & GUIDANCE..... 3
- 3 | HISTORIC DEVELOPMENT OF THE SITE AND SURROUNDINGS..... 11
- 4 | IDENTIFICATION OF ASSETS AND ASSESSMENT OF SIGNIFICANCE..... 15
- 5 | TOWNSCAPE CHARACTER ASSESSMENT.....22
- 6 | VIEWPOINT ASSESSMENT 26
- 7 | ASSESSMENT OF EFFECTS..... 40
- 8 | CONCLUSION..... 43
- APPENDIX 1** | STATUTORY LIST ENTRIES..... 45



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Section 1

Introduction.

1 | Introduction

- 1.1 This Heritage, Townscape & Visual Impact Assessment has been prepared by Icen Projects Ltd on behalf of London Borough of Richmond upon Thames, to support an application for the proposed scheme at Twickenham Riverside, Richmond TW1 3SU (hereafter referred to as 'the Site').
- 1.2 The Site is located within the London Borough of Richmond upon Thames. The Site is bounded by the River Thames to the south, Water Lane to the east, the rear boundary of retail/residential buildings along King Street, and Wharf Lane to the west.
- 1.3 The Site does not contain any locally or statutory listed buildings, however, it is located within the Twickenham Riverside Conservation Area. There are also a number of designated heritage assets within its setting.
- 1.4 The Proposed Development comprises the demolition of existing buildings and structures and redevelopment of the site comprising residential (Use Class C3), ground floor commercial/retail/cafe (Use Class E), and public house (Sui Generis), boathouse locker storage and floating pontoon with associated landscaping, restoration of Diamond Jubilee Gardens and other relevant works.
- 1.5 This report has been produced to provide a full and detailed assessment of the history and development of the Site and its surroundings. It also provides a detailed analysis of the effects the Proposed Development will have on the historic environment, primarily the character and significance of surrounding heritage assets and their settings, as well as the impact of the Proposed Development on the surrounding townscape. As such, it is considered to meet the requirements of the NPPF, and provides a basis on which to analyse the proposals against local, strategic, and national policies related to the historic and built environments.
- 1.6 The report is provided by Icen Projects. Specifically, it is authored by Georgina Mark BA(Hons) MSt (Cantab), Senior Heritage Consultant, with guidance, review and input from Lewis Eldridge, Associate – Heritage and Townscape.



Figure 1.1 Location Plan. The Site is highlighted in red.

Section 2

**Planning Legislation, Policy &
Guidance.**

Legislation

- 2.1 Where any development may have a direct or indirect effect on designated heritage assets, there is a legislative framework to ensure the proposals are considered with due regard for their impact on the historic environment.
- 2.2 Primary legislation under Section 66 (1) of the Planning (Listed Buildings and Conservation Areas Act) 1990 states that in considering whether to grant planning permission for development which affects a listed building or its setting, the Local Planning Authority or Secretary of State, as relevant, shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest that it possesses.
- 2.3 *Section 72(1) of the Act, meanwhile, states that: 'In the exercise, with respect to any buildings or other land in a conservation area, of any functions under or by virtue of any of the provisions mentioned in subsection (2), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.'*

National Policy

National Planning Policy Framework (February 2019)

- 2.4 In February 2019, the government published the updated National Planning Policy Framework ("NPPF). This maintains a focus on sustainable development which was established as the core of the previous, 2012, NPPF through its encouragement of a sustainable approach to managing change. Historic England has defined this approach, which is reflected in the NPPF, as 'constructive conservation': defined as 'a positive and collaborative approach to conservation that focuses on actively managing change...the aim is to recognise and reinforce the historic significance of places, while accommodating the changes necessary to ensure their continued use and enjoyment' (Constructive Conservation in Practice, Historic England, 2009).
- 2.5 Section 12 of the NPPF, 'Achieving well-designed places', reinforces the importance of good design in achieving sustainable development, by ensuring the creation of inclusive and high-quality places. This section of the NPPF affirms, in paragraph 127, the need for new design to function well and add to the quality of the surrounding area, establish a strong sense of place, and respond 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).
- 2.6 The guidance contained within Section 16, 'Conserving and enhancing the historic environment', relates to the historic environment, and developments which may have an effect upon it.
- 2.7 Heritage Assets are defined in Annex 2 of the NPPF as: 'A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing).' Listed buildings and Conservation Areas are both designated heritage assets.
- 2.8 'Significance' is defined as 'The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting. For World Heritage Sites, the

cultural value described within each site's Statement of Outstanding Universal Value forms part of its significance.'

- 2.9 The 'Setting of a heritage asset' is defined as 'The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.'
- 2.10 Paragraph 189 states that, when determining applications, local planning authorities should require applicants to describe the significance of the heritage assets affected and any contribution made by their setting. The level of detail provided should be proportionate to the significance of the asset and sufficient to understand the impact of the proposal on this significance. According to Paragraph 190, local planning authorities are also obliged to identify and assess the significance of any heritage asset that may be affected by a proposal and should take this assessment into account when considering the impact upon the heritage asset.
- 2.11 Paragraph 192 emphasises that local planning authorities should take account of: the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation; the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and the desirability of new development making a positive contribution to local character and distinctiveness.
- 2.12 Paragraph 193 states that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation. It emphasises that the weight given to an asset's conservation should be proportionate to its significance, and notes that this great weight should be given irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.
- 2.13 Paragraph 194 states that any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within

its setting), should require clear and convincing justification.

- 2.14 Paragraphs 195 and 196 address the balancing of harm against public benefits. If a balancing exercise is necessary (i.e. if there is any harm to the asset), considerable weight should be applied to the statutory duty where it arises. Proposals that would result in substantial harm or total loss of significance should be refused, unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss (as per Paragraph 195). Whereas, Paragraph 196 emphasises that where less than substantial harm will arise as a result of a proposed development, this harm should be weighed against the public benefits of a proposal, including securing its optimum viable use.
- 2.15 Paragraph 197 requires a balanced judgment for proposals that affect non-designated heritage assets, having regard to the scale of any harm or loss and the significance of the heritage asset.
- 2.16 Paragraph 200 of the NPPF requires local planning authorities "to look for opportunities for new development within Conservation Areas and World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance". It goes on to state that proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably".

Planning Practice Guidance ("PPG") (Department for Communities and Local Government, last updated October 2019)

- 2.17 The guidance on Conserving and enhancing the historic environment in the PPG supports the NPPF. It reiterates that conservation of heritage assets in a manner appropriate to their significance is a core planning principle. It states that conservation is an active process of maintenance and managing change that requires a flexible and thoughtful approach, and that neglect and decay of heritage assets is best addressed through ensuring that they remain in active use that is consistent with their conservation.

2.18 Paragraph 006 sets out how heritage significance can be understood in the planning context as archaeological, architectural, artistic or historic, defined as follows:

- archaeological interest: As defined in the Glossary to the National Planning Policy Framework, there will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.
- architectural and artistic interest: These are interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skill, like sculpture.
- historic interest: An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation's history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.

2.19 The PPG emphasises in paragraph 007 the importance of assessing the nature, extent and importance of a heritage asset in understanding the potential impact and acceptability of development proposals.

2.20 Paragraph 018 explains that, where potential harm to designated heritage assets is identified, it needs to be categorised as either less than substantial harm or substantial harm (which includes total loss) in order to identify which policies in the National Planning Policy Framework (paragraphs 194-196) apply. It goes on to state that whether a proposal causes substantial harm will be a judgment for the decision-maker, having regard to the circumstances of the case and the policy in the National Planning Policy Framework. In general terms, substantial harm is a high test, so it may not arise in many cases. For example, in determining

whether works to a listed building constitute substantial harm, an important consideration would be whether the adverse impact seriously affects a key element of its special architectural or historic interest.

- 2.21 Harm may arise from works to the heritage asset or from development within its setting. A thorough assessment of the impact on setting needs to take into account, and be proportionate to, the significance of the heritage asset and the degree to which proposed changes enhance or detract from that significance and the ability to appreciate it.
- 2.22 The PPG also provides clear guidance in paragraph 020 on the meaning of 'public benefits', particularly in relation to historic environment policy, including paragraphs 193 to 196 of the NPPF. The PPG makes clear that public benefits should be measured according to the delivery of the three key drivers of sustainable development: economic, social and environmental outcomes, all of which are reflected in the objectives of the planning system, as per Paragraph 8 of the NPPF. Public benefits include heritage benefits, and do not always have to be visible or accessible to the public in order to be genuine public benefits, for example, works to a listed private dwelling which secure its future as a designated heritage asset could be a public benefit.

Historic Environment Good Practice Advice in Planning

2.23 To support the national policies, three separate Good Practice Advice in Planning Notes (GPA's) have been published by Historic England.

GPA 1: The Historic Environment in Local Plans [March 2015]

2.24 This advice note focuses on the importance of identifying heritage policies within Local Plans. The advice stresses the importance of formulating Local Plans that are based on up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area, including the historic environment, as set out by the NPPF.

2.25 The document provides advice on how information about the local historic environment can be gathered, emphasising the importance of not only setting out known sites, but in understanding their value (i.e. significance). This evidence should be used to define a positive strategy for the historic environment and the formulation of a plan for the maintenance and use of heritage assets and for the delivery of development including within their setting that will afford appropriate protection for the asset (s) and make a positive contribution to local character and distinctiveness.

2.26 The document gives advice on how the heritage policies within Local Plans should identify areas that are inappropriate for development as well as defining specific Development Management Policies for the historic environment.

GPA 2: Managing Significance in Decision-Taking in the Historic Environment [March 2015]

2.27 This document provides advice on numerous ways in which decision-taking in the historic environment could be undertaken, emphasising that the first step for all applicants is to understand the significance of any affected heritage asset and the contribution of its setting to its significance. In line with the NPPF and PPG, the document states that early engagement and expert advice in considering and assessing the significance of heritage assets is encouraged. The advice suggests a structured staged approach to the assembly and analysis of relevant information and is as follows:

- Understand the significance of the affected assets;
- Understand the impact of the proposal on that significance;
- Avoid, minimise and mitigate impact in a way that meets the objectives of the NPPF;
- Look for opportunities to better reveal or enhance significance;
- Justify any harmful impacts in terms of the sustainable development objective of conserving significance and the need for change;
- Offset negative impacts on aspects of significance by enhancing others through recording, disseminating and archiving archaeological and historical interest of the important elements of the heritage assets affected.

2.28 The advice reiterates that heritage assets may be affected by direct physical change or by change in their setting. Assessment of the nature, extent and importance of the significance of a heritage asset and the contribution of its setting at an early stage can assist the planning process in informed decision-taking.

2.29 The document sets out the recommended steps for assessing significance and the impact of development proposals upon it, including examining the asset and its setting and analysing local policies and information sources. In assessing the impact of a development proposal on the significance of a heritage asset the document emphasises that the cumulative impact of incremental small-scale changes may have as great an effect on the significance of a heritage asset as a larger scale change. Crucially, the nature and importance of the significance that is affected will dictate the proportionate response to assessing that change, its justification, mitigation and any recording which may be necessary.

GPA 3: The Setting of Heritage Assets (2nd Edition) [December 2017]

2.30 This advice note focuses on the management of change within the setting of heritage assets. It replaces The Setting of Heritage Assets: Historic Environment Good Practice Advice in Planning Note 3 - 1st edition, (2015) and Seeing the History in the View: A Method for assessing Heritage Significance within Views (English Heritage, 2011).

- 2.31 The advice in this document, in accordance with the NPPF, emphasises that the information required in support of applications for planning permission and listed building consent should be no more than is necessary to reach an informed decision, and that activities to conserve or invest need to be proportionate to the significance of the heritage assets affected and the impact on the significance of those heritage assets. At the same time those taking decisions need enough information to understand the issues.
- 2.32 This note gives assistance concerning the assessment of the setting of heritage assets and the statutory obligation on decision-makers to have special regard to the desirability of preserving listed buildings and their settings; and that settings can contribute to the significance of a heritage asset.
- 2.33 This note gives general advice on understanding setting and how it may contribute to the significance of heritage assets. It also provides a staged approach to taking decisions on the level of the contribution which setting and related views make to the significance of heritage assets. It suggests that, at the pre-application or scoping stage, the local authority, having due regard to the need for proportionality:
- indicates whether it considers a proposed development has the potential to affect the setting of (a) particular heritage asset(s), or
 - specifies an 'area of search' around the proposed development within which it is reasonable to consider setting effects, or
 - advises the applicant to consider approaches such as a 'Zone of Visual Influence' or 'Zone of Theoretical Visibility' in relation to the proposed development in order to better identify heritage assets and settings that may be affected.
- 2.34 Particularly for developments that are not likely to be prominent or intrusive, the assessment of effects on setting may often be limited to the immediate surroundings, while taking account of the possibility that setting may change as a result of the removal of impermanent landscape or townscape features, such as hoardings or planting.
- 2.35 This should be followed by an analysis to assess whether the setting of an affected heritage asset makes

a contribution to its significance and the extent and/or nature of that contribution; both setting, and views which form part of the way a setting is experienced, may be assessed additionally for the degree to which they allow significance to be appreciated.

- 2.36 The next stage is to identify the effects a development may have on setting(s) and to evaluate the resultant degree of harm or benefit to the significance of the heritage asset(s).
- 2.37 At the proposal stage, ways to maximise enhancement and avoid or minimise harm should be considered. Enhancement (see NPPF, paragraph 137) may be achieved by actions including:
- removing or re-modelling an intrusive building or feature
 - replacement of a detrimental feature by a new and more harmonious one
 - restoring or revealing a lost historic feature or view
 - introducing a wholly new feature that adds to the public appreciation of the asset
 - introducing new views (including glimpses or better framed views) that add to the public experience of the asset, or
 - improving public access to, or interpretation of, the asset including its setting.

Regional Policy

The London Plan

- 2.38 Regional policy for the London area is defined by the London Plan. The New London Plan has now been adopted (March 2021) and deals with heritage issues in Chapter 7 Heritage and Culture, covering policies HC1 – HC7, London's Living Spaces and Places – Historic environment and landscapes.
- 2.39 London Plan Policy 7.4 requires development to have regard to the form, function and structure of an area and the scale, mass and orientation of surrounding buildings. The design of buildings, streets and open spaces should provide a high-quality design response enhancing the character and function of an area.
- 2.40 London Plan Policy 7.6 notes that the architecture should "make a positive contribution to a coherent public realm, streetscape and wider cityscape. It should incorporate the highest quality materials and design appropriate to its context".
- 2.41 London Plan Policy 7.8 states that development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.
- 2.42 Policy 7.8 'Heritage assets and archaeology' establishes the following clauses regarding heritage assets in London:
- Strategic: London's heritage assets and historic environment, including listed buildings, registered historic parks and gardens and other natural and historic landscapes, conservation areas, World Heritage Sites, registered battlefields, scheduled monuments, archaeological remains and memorials should be identified, so that the desirability of sustaining and enhancing their significance and of utilising their positive role in place shaping can be taken into account.
 - Planning Decisions: Development should identify value, conserve, restore, re-use and incorporate heritage assets, where appropriate.
- 2.43 Development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.
- 2.44 Planning Decisions: Development should identify value, conserve, restore, re-use and incorporate heritage assets, where appropriate.

Local Plan - London Borough of Richmond upon Thames

- 2.45 The Local Plan for London Borough of Richmond upon Thames was adopted July 2018 and 3 March 2020 in relation to two legal challenges.
- 2.46 The Council's Local Plan will set out policies and guidance for the development of the borough over the next 15 years. It looks ahead to 2033 and identifies where the main developments will take place, and how places within the borough will change, or be protected from change, over that period.

Policy LP 1 Local Character and Design Quality

- 2.47 A. 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. Development proposals will have to demonstrate a thorough understanding of the site and how it relates to its existing context, including character and appearance, and take opportunities to improve the quality and character of buildings, spaces and the local area.
- 2.48 To ensure development respects, contributes to and enhances the local environment and character, the following will be considered when assessing proposals:
1. compatibility with local character including the relationship to existing townscape, development patterns, views, local grain and frontages as well as scale, height, massing, density, landscaping, proportions, form, materials and detailing;
 2. sustainable design and construction, including adaptability, subject to aesthetic considerations;
 3. layout, siting and access, including making best use of land;
 4. space between buildings, relationship of heights to widths and relationship to the public realm, heritage assets and natural features;
 5. inclusive design, connectivity, permeability (as such gated developments will not be permitted), natural surveillance and orientation; and
 6. suitability and compatibility of uses, taking account of any potential adverse impacts of the collocation of uses through the layout, design and management of the site.

2.49 All proposals, including extensions, alterations and shopfronts, will be assessed against the policies contained within a neighbourhood plan where applicable, and the advice set out in the relevant Village Planning Guidance and other SPDs relating to character and design.

Policy LP 2 Building Heights

2.50 The Council will require new buildings, including extensions and redevelopment of existing buildings, to respect and strengthen the setting of the borough's valued townscapes and landscapes, through appropriate building heights, by the following means:

1. require buildings to make a positive contribution towards the local character, townscape and skyline, generally reflecting the prevailing building heights within the vicinity; proposals that are taller than the surrounding townscape have to be of high architectural design quality and standards, deliver public realm benefits and have a wholly positive impact on the character and quality of the area;
2. preserve and enhance the borough's heritage assets, their significance and their setting;
3. respect the local context, and where possible enhance the character of an area, through appropriate:
 - a. scale
 - b. height
 - c. mass
 - d. urban pattern
 - e. development grain
 - f. materials
 - g. streetscape
 - h. Roofscape and
 - i. wider townscape and landscape;
4. take account of climatic effects, including overshadowing, diversion of wind speeds, heat island and glare;
5. refrain from using height to express and create local landmarks; and

6. require full planning applications for any building that exceeds the prevailing building height within the wider context and setting.

Policy LP 3 Designated Heritage Asset

2.51 A. The Council will require development to conserve and, where possible, take opportunities to make a positive contribution to, the historic environment of the borough. Development proposals likely to adversely affect the significance of heritage assets will be assessed against the requirement to seek to avoid harm and the justification for the proposal. The significance (including the settings) of the borough's designated heritage assets, encompassing Conservation Areas, listed buildings, Scheduled Monuments as well as the Registered Historic Parks and Gardens, will be conserved and enhanced by the following means:

1. Give great weight to the conservation of the heritage asset when considering the impact of a proposed development on the significance of the asset.
2. Resist the demolition in whole, or in part, of listed building. Consent for demolition of Grade II listed buildings will only be granted in exceptional circumstances and for Grade II* and Grade I listed buildings in wholly exceptional circumstances following a thorough assessment of the justification for the proposal and the significance of the asset.
3. Resist the change of use of listed buildings where their significance would be harmed, particularly where the current use contributes to the character of the surrounding area and to its sense of place.
4. Require the retention and preservation of the original structure, layout, architectural features, materials as well as later features of interest within listed buildings, and resist the removal or modification of features that are both internally and externally of architectural importance or that contribute to the significance of the asset.

2.52 5. Demolitions (in whole or in part), alterations, extensions and any other modifications to listed buildings should be based on an accurate understanding of the significance of the heritage asset.

6. Require, where appropriate, the reinstatement of internal and external features of special architectural

or historic significance within listed buildings, and the removal of internal and external features that harm the significance of the asset, commensurate with the extent of proposed development.

7. Require the use of appropriate materials and techniques and strongly encourage any works or repairs to a designated heritage asset to be carried out in a correct, scholarly manner by appropriate specialists.

8. Protect and enhance the borough's registered Historic Parks and Gardens by ensuring that proposals do not have an adverse effect on their significance, including their setting and/or views to and from the registered landscape.

9. Protect Scheduled Monuments by ensuring proposals do not have an adverse impact on their significance.

2.53 B. Resist substantial demolition in Conservation Areas and any changes that could harm heritage assets, unless it can be demonstrated that:

1. in the case of substantial harm or loss to the significance of the heritage asset, it is necessary to achieve substantial public benefits that outweigh that harm or loss;
2. in the case of less than substantial harm to the significance of the heritage asset, that the public benefits, including securing the optimum viable use, outweigh that harm; or
3. the building or part of the building or structure makes no positive contribution to the character or distinctiveness of the area.

C. All proposals in Conservation Areas are required to preserve and, where possible, enhance the character or the appearance of the Conservation Area.

D. Where there is evidence of intentional damage or deliberate neglect to a designated heritage asset, its current condition will not be taken into account in the decision-making process.

E. Outline planning applications will not be accepted in Conservation Areas. The Council's Conservation Area Statements, and where available Conservation Area Studies, and/or Management Plans, will be used as a basis for assessing development proposals within, or where it would affect the setting

of, Conservation Areas, together with other policy guidance, such as Village Planning Guidance SPDs.

Policy LP 4 - Non-Designated Heritage Assets

2.54 The Council will seek to preserve, and where possible enhance, the significance, character and setting of non-designated heritage assets, including Buildings of Townscape Merit, memorials, particularly war memorials, and other local historic features.

2.55 There will be a presumption against the demolition of Buildings of Townscape Merit.

Policy LP 5 - Views and Vistas

2.56 The Council will protect the quality of the views, vistas, gaps and the skyline, all of which contribute significantly to the character, distinctiveness and quality of the local and wider area, by the following means:

1. protect the quality of the views and vistas as identified on the Policies Map, and demonstrate such through computer-generated imagery (CGI) and visual impact assessments;
2. resist development which interrupts, disrupts or detracts from strategic and local vistas, views, gaps and the skyline;
3. require developments whose visual impacts extend beyond that of the immediate street to demonstrate how views are protected or enhanced;
4. require development to respect the setting of a landmark, taking care not to create intrusive elements in its foreground, middle ground or background;
5. seek improvements to views, vistas, gaps and the skyline, particularly where views or vistas have been obscured;
6. seek improvements to views within Conservation Areas, which:
 - a. are identified in Conservation Area Statements and Studies and Village Plans;
 - b. are within, into, and out of Conservation Areas;
 - c. are affected by development on sites within the setting of, or adjacent to, Conservation Areas and listed buildings.

2 | Planning Legislation, Policy & Guidance

Twickenham Area Action Plan (Adopted July 2013)

- 2.57 The Area Action Plan provides a framework for achieving the revitalisation of the centre, through the redevelopment of key sites, reduction in the impact of traffic and environmental improvements. It focuses on achieving and promoting the town centre as an employment location, district retail centre, visitor and tourist destination, centre for sports, leisure, arts and cultural activities as well as a more diverse evening economy.
- 2.58 The Site is included in the Opportunity Area of Twickenham Riverside and Embankment [Figure 2.1]. It is also included in the 'TW7 Proposal Site - Twickenham Riverside (Former Pool Site) and south of King Street' which is highlighted as an 'Opportunity Site for Change and Improvement' [Figure 2.3].
- 2.59 The AAP seeks to enhance the distinctiveness of these opportunity areas and create stronger zones of activity, which will add to the diversity of the town centre and create new attractions. The objective is to enhance the town centre with a strengthened retail, entertainment and cultural offer, which builds on its assets - a destination of choice which meets the needs of local residents and businesses and attracts a larger number of visitors.
- 2.60 The aim for the Opportunity Areas is enhancement of the new public park on the site of the swimming pool and of public spaces on the Embankment (upstream of Water Lane), making the most of the unique waterfront and strengthening of the retail offer on the corner of King Street/Water Lane.
- 2.61 The Spatial Strategy is based on the following underlying principles:
- Promotion of balanced mixed use development to include retail, leisure, business and residential uses;
 - High quality design and townscape improvements which respect the character of Twickenham
 - Reducing the impact of through traffic on pedestrian and cycle movement and the environment and create good pedestrian connectivity between the key opportunity areas;
 - Reconnecting the town centre with the riversides along the Thames and the Crane;

- Consolidating and enhancing of the core town centre retail offer with a more concentrated primary shopping area on London Road, King Street and Church Street and the development of a specialist retail zone on Heath Road;
- Enhancement of the Thames riverside and encouragement and retention of existing river related and leisure uses, improving the infrastructure of the unique working waterfront and views to it, and improved linkages to the open areas up and down the river;
- Protection and enhancement of heritage assets and their settings;
- Provision of improved community facilities;
- Creation of new public spaces on the Riverside and in the Northern Approach;
- Extension of the River Crane walk/cycle way and the network of green spaces.

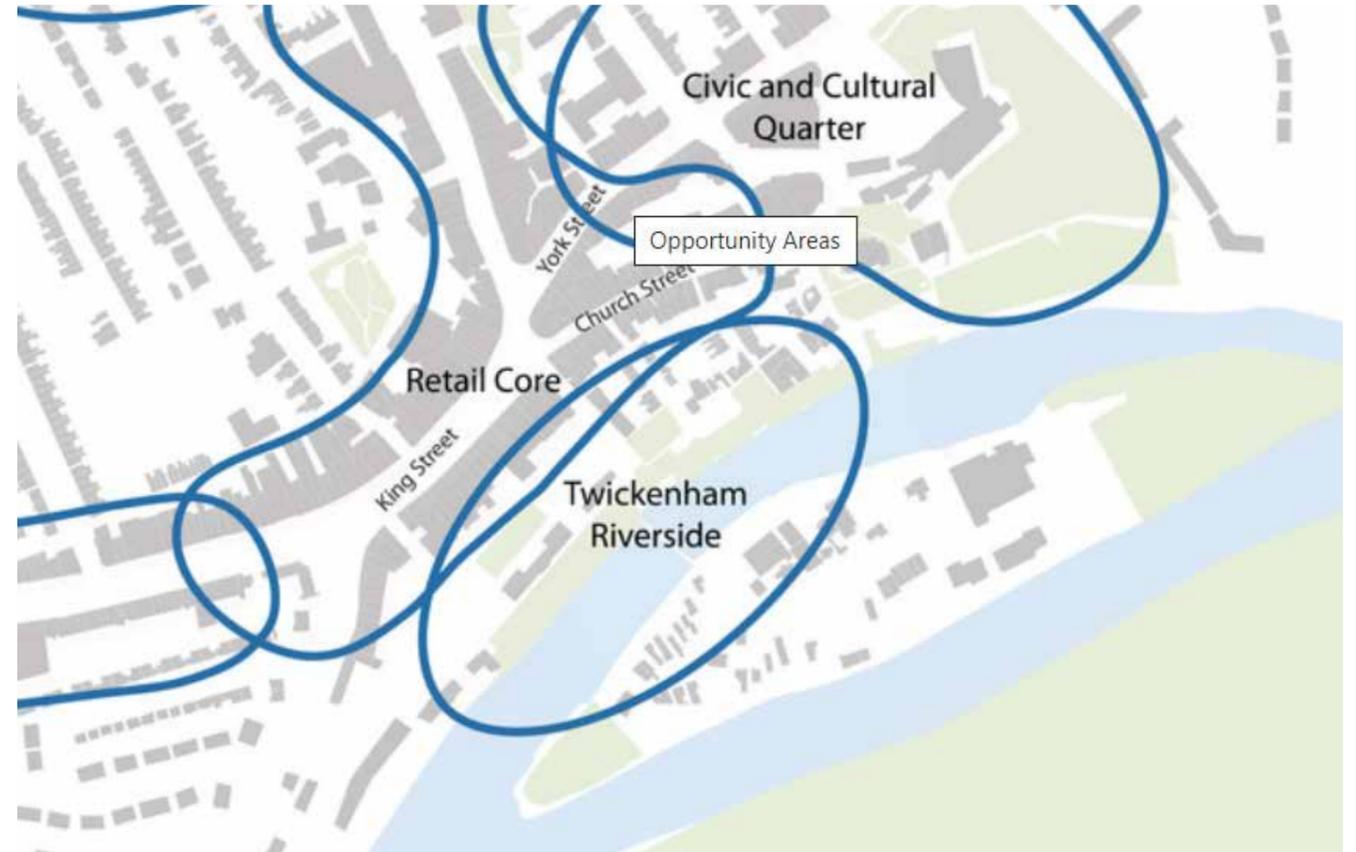


Figure 2.1 Opportunity Areas Map, Twickenham Area Action Plan 2013

2 | Planning Legislation, Policy & Guidance

Twickenham Riverside

- 2.62 The future use and appearance of the Riverside is critical to the success of Twickenham as a destination. Any proposals will be required to meet key design principles to ensure they do not adversely impact on the character of the Riverside and provide high quality facilities for the local community.
- 2.63 A comprehensive approach is proposed in order to ensure connections to the Riverside are enhanced and to make Twickenham a more attractive destination.
- 2.64 The Opportunity Area has therefore been extended to include the rear service yard and properties fronting King Street.
- 2.65 The principles within this area are identified on a map [Figure 2.2] and are:
- To improve the pedestrian environment and reduce dominance of parked and moving traffic;
 - To strengthen the retail offer on King Street and in Water Lane to provide for pedestrian priority with extension of existing service road across the car park to Water Lane, and redevelopment of the car park to provide for residential and/or town centre uses;
 - To open up and redevelop/refurbish the remaining area of the former pool site, which adjoins the recently refurbished Diamond Jubilee Gardens;
 - To upgrade the Embankment south of the Diamond Jubilee Gardens to provide a pedestrian priority/shared surface with new landing facilities;
 - The visual amenity and significance of Eel Pie Island, its historical working waterfront, leisure clubs, businesses, moorings and eclectic mix of chalets are part of the character and function of this part of Twickenham, and the impact of the proposals in the Twickenham Area Action Plan must be given due consideration;
 - The whole area will have improved links to the retail core, the Thames Path and open spaces up and downstream and will become an attraction in its own right.

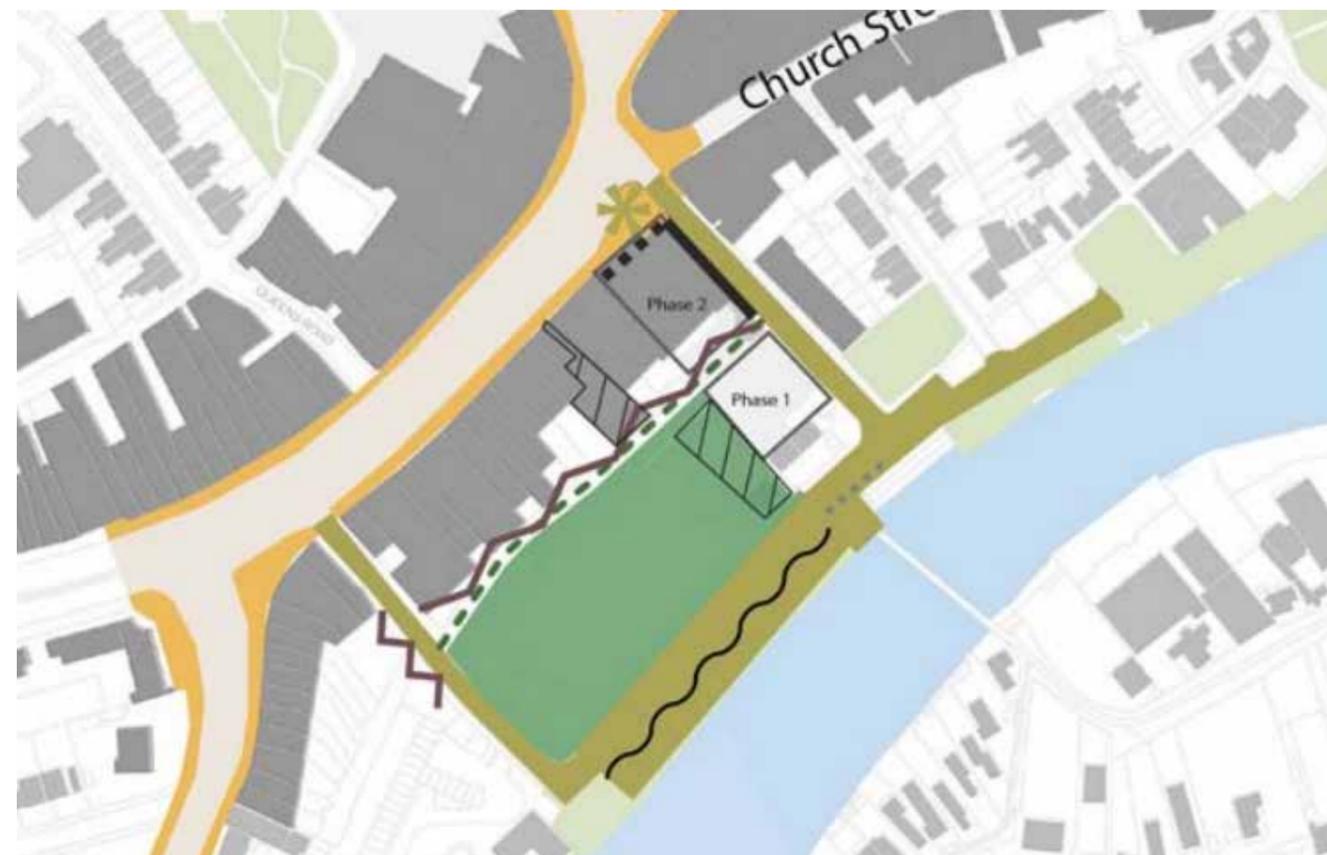


Figure 2.2 Twickenham Riverside and Approaches Principles Map, Twickenham Area Action Plan 2013

- Riverside Park
- Shared Surface/Pedestrian Priority
- Servicing Facilities for Eel Pie Island
- Access/Service Road
- ~ Review Existing Parking Spaces
- Development Sites
- Active Frontage
- ... Building Setback
- ★ Enhanced Public Space
- W Screening and/or Improvements to Rear Courtyards
- ▨ Reuse/Redevelopment of Existing Buildings
- Public Realm Improvements (including pavement widening)

Site TW 7 Proposal Site - Twickenham Riverside (Former Pool Site) and south of King Street

- 2.66 The Site is included in this Proposal Site [Figure 2.3].
- 2.67 Aims - to bring this derelict site back into active use, taking advantage of its riverside location and improving links between this area and the core of the town. A substantial area of open land to be retained and some of this to be green space.
- 2.68 Bringing the site back into use will be key to the regeneration of the town. The Council will work with the owner of 1-33 King Street and the private car park in Water Lane to improve the whole area through a comprehensive, phased programme of change.

The key objectives are to:

- maintain the existing ground floor retail frontages and residential uses above on King Street and provide new specialist retail, leisure and community uses;
- to link the existing service road to Water Lane;
- create new open space to provide for a wide range of open uses, including on the former pool site and in the form of civic space beside Water Lane;
- to maintain the Embankment as a working quay and, subject to feasibility, provide mooring and landing facilities;
- to improve the environment of the Embankment including reduction in car parking;
- to improve the Water Lane and Wharf Lane links from the town centre to the Embankment as shared use spaces; to provide a link between the service road and Water Lane;
- and to secure the redevelopment of the car park in Water Lane with residential and/or town centre uses;
- to achieve high quality traditional design and/or reuse of buildings; to conserve and enhance the Twickenham Riverside Conservation Area and its setting and the setting of the Queens Road Conservation Area;
- all new uses to take account of the unique riverside setting.

2 | Planning Legislation, Policy & Guidance

2.69 The Core Strategy, Development Management Plan, and the Design Quality SPD will all apply. In addition, the following guidance should also be followed:

- Create a destination on the riverside with high quality facilities/events; Enhance and extend Diamond Jubilee Gardens with high quality landscaping, children's play space and performance/events space, on site of former swimming pool;
- Along the Embankment to upgrade the areas of open space, create a pedestrian priority area and review the car parking provision;
- Retention of significant trees;
- Creation of pedestrian priority area on Water Lane and Wharf Lane to extend the ambiance of Church Street to riverside;
- Development on Water Lane frontage to complement existing residential development and to include town centre uses where feasible;
- Future redevelopment of 1, 1a and 1b King Street to include set back of building at junction with Water Lane to create enhanced public space with views towards the river where possible;
- Design of new development to respect character of Conservation Area and to minimise impact on residential amenity;
- Promote improvements to rear courtyards of properties in King Street;
- Encourage reuse or redevelopment of buildings to rear of King Street to create active frontage onto improved service yard.

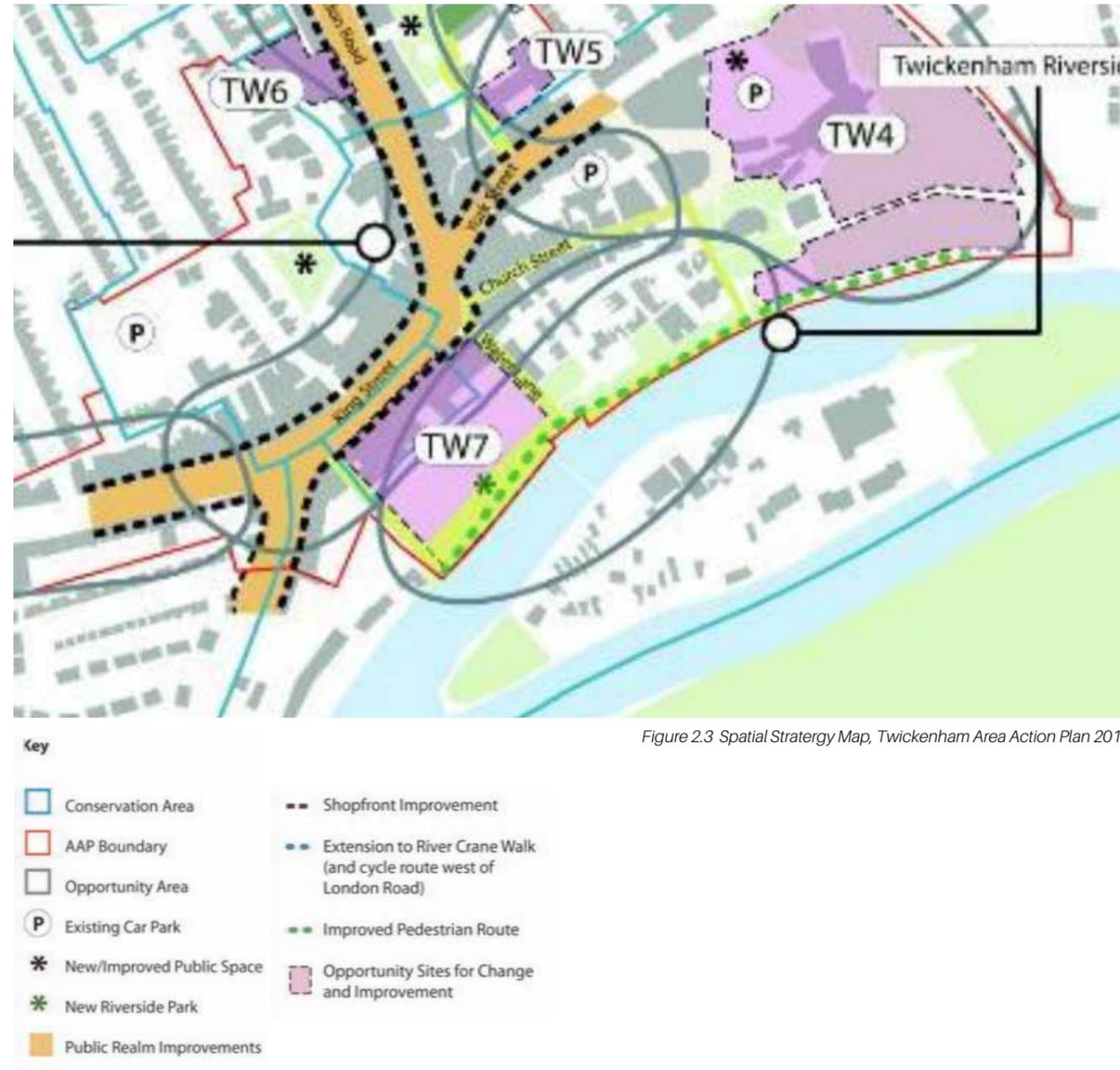


Figure 2.3 Spatial Strategy Map, Twickenham Area Action Plan 2013

Section 3

Historic Development of the Site and Surroundings.

3 | Historic Development of the Site and Surroundings

Twickenham and Eel Pie Island

- 3.1 Pottery and flints were discovered in an archaeological dig in 1966 in the riverbed between Eel Pie Island and Twickenham and provide the first evidence of the early settlement at Twickenham from as early as 704.
- 3.2 Whilst the Domesday Book of 1086 does not mention Twickenham individually as it formed part of the Manor of Isleworth at this time, it is estimated that Twickenham consisted of approximately 25 households by the eleventh century. The village was centred around the Church and extended in a linear form along Church Street and King Street with narrow lanes running down to the riverside. A map dated 1635 clearly shows the street pattern, much of which survives today.
- 3.3 Located between the royal palaces of Hampton and Richmond, residential development began to emerge at Twickenham in the sixteenth century. As a common thoroughfare for travellers, the area was a popular coaching stop, accommodated by the five coaching inns spread amongst the settlement. As the town continued to grow and increased traffic passed through the area, Richmond Bridge was constructed in 1777. The bridge connected Richmond directly to Twickenham for the first time. The population further increased following the arrival of the railway in 1848.
- 3.4 By the early nineteenth century Twickenham riverside was embellished with numerous villas including Richmond House, Marble Hill House, and Strawberry Hill. However, as the need for housing increased and land became more valuable many of the large estates were broken up and sold off as plots for speculative housing to accommodate the expanding ranks of middle class commuters. Many of the villas were subsequently demolished.
- 3.5 Between 1801 and 1901, the population increased from 3,000 to 21,000. This continued to grow with the introduction of the tram-service to Shepard's Bush in 1902. The trams ran along the London Road to York Street and along Richmond Road to the bridge. In 1903, the tram lines were extended to Teddington and Hampton.
- 3.6 The first town hall was built in King Street in 1876, the Embankment was made in 1875-82, and York Street was cut through the east end of the town to by-pass Church Street in 1899. By 1893, the appearance of Eel Pie Island had changed dramatically with the establishment of boatyards and the construction of Twickenham Rowing Club boat house. A footpath connecting the Island to Twickenham was introduced in 1957.

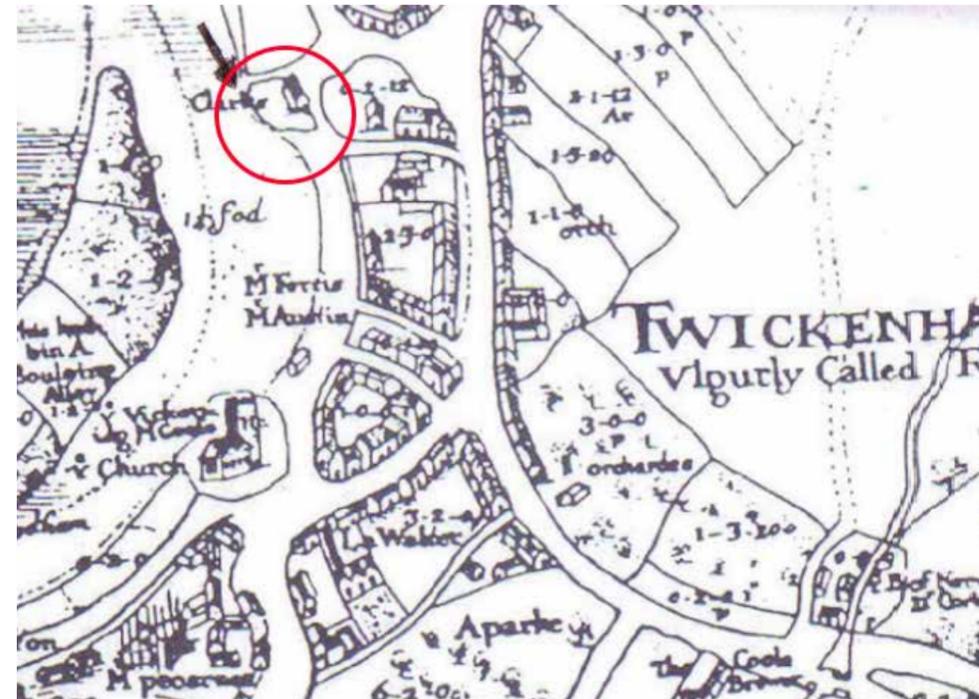


Figure 3.1 1635 Map of Twickenham, by Moses Glover

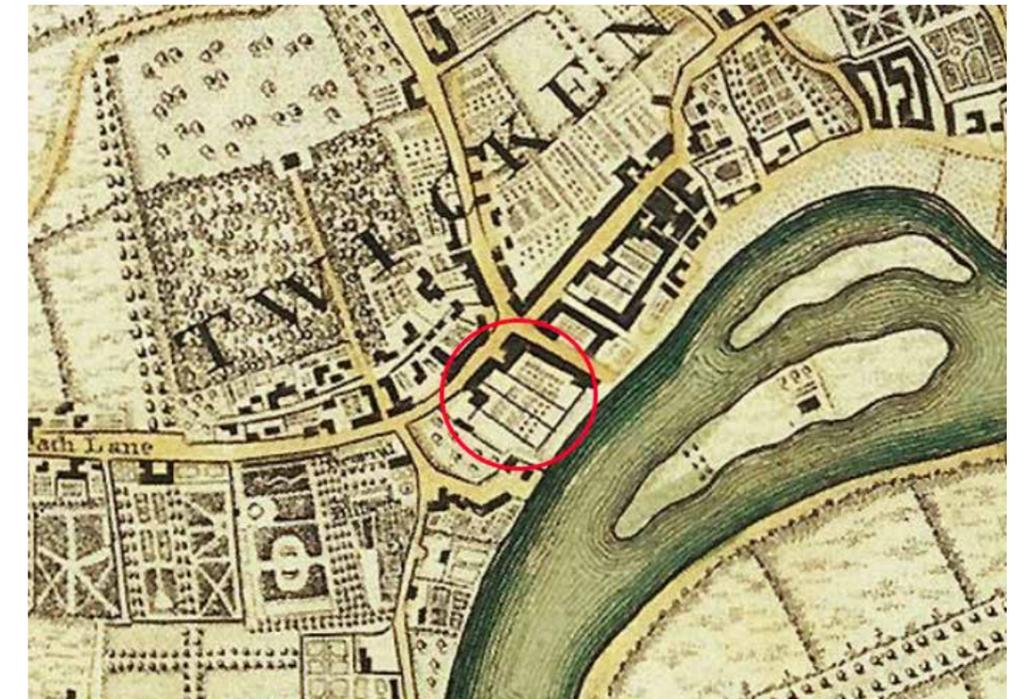


Figure 3.3 1761 Map of Twickenham, by John Rocque

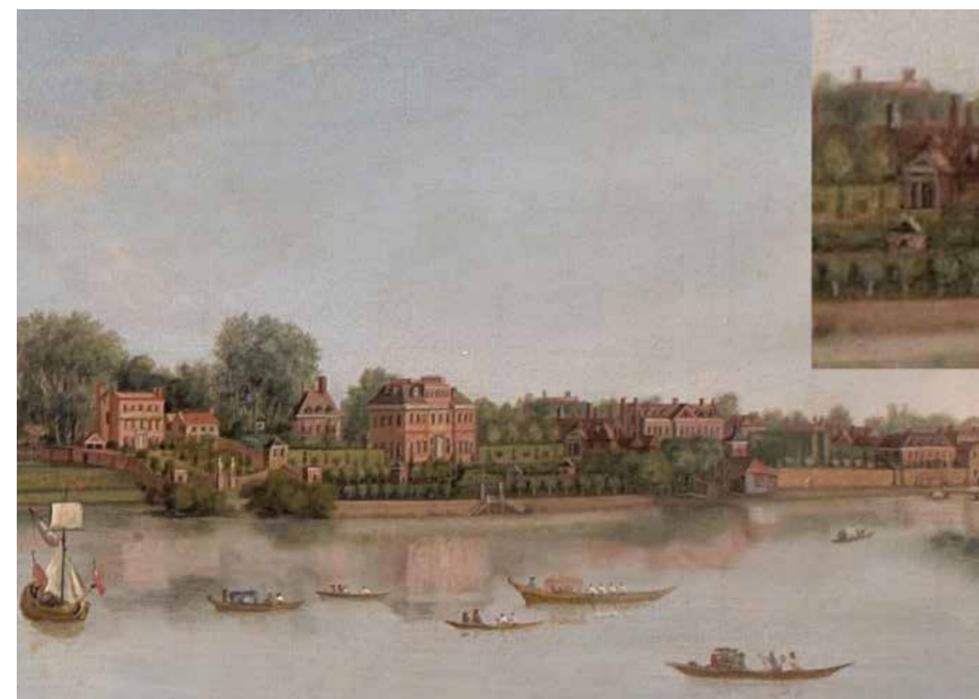


Figure 3.2 A Prospect of Twickenham, produced in 1725 by Peter Tillemans.

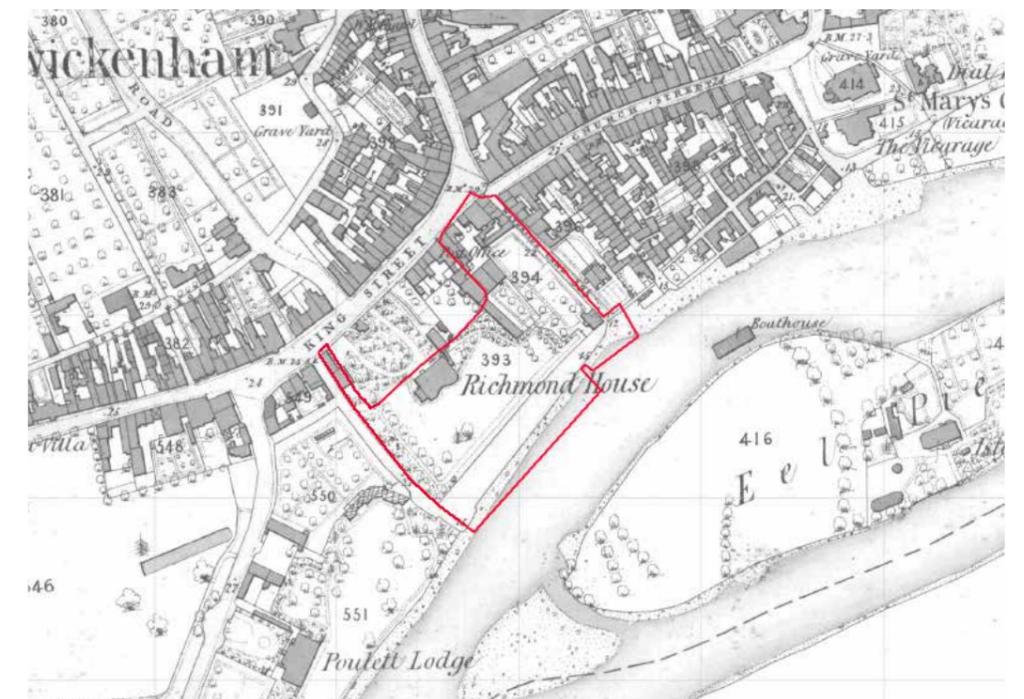


Figure 3.4 1865 OS Map

3 | Historic Development of the Site and Surroundings

The Site

- 3.7 The Site remained undeveloped until Richmond House was built in 1640 [Figures 3.2 and 3.5]. The riverside villa was built for Edward Birkhead who was a Sarjeant at Arms in Parliament and purchased land, houses and leases in Twickenham. During the building's 350 year history, more than thirty families lived in the House. The house was finally passed down from Sir Edward Blakeney to Jane Mackintosh in 1868 who was the last known occupier of the building.
- 3.8 By 1723, a public house called The Feather's and commercial buildings either side stood proudly on the corner of King Street and Water Lane to the north of the Site [Figure 3.6]. The pub was named after the then Prince of Wales who later became George II. It was the largest of the five town centre public houses. The building was later renamed The King's Head. It had stabling and gardens which stretched down to the river, accommodating coaches that frequently passed through the settlement.
- 3.9 The Feather's was demolished in 1928 along with the neighbouring buildings. It was replaced with a modern public house, typical of 1930s architecture, however, this closed in 1970. Similarly, following the passing of Mrs Mactintosh in 1922, Richmond House was put up for auction. In 1925, the Council bought the site for "public walks and pleasure grounds, and street improvements", however, in 1927 Richmond House was demolished with the north west portion of the Site sold for commercial development [Figure 3.7].
- 3.10 Following a petition by local residents, it was decided to build a public bath house and swimming pool on the Site. The baths opened on 4th May 1935, coinciding with George V silver jubilee. King Street was also widened at this time [Figures 3.8 and 3.9]. In 1966, permission was granted for the erection of a new building on the site of The Feather's, comprising a licensed premises, manager's flat, offices and supermarket.¹ The building is currently occupied by Santander.
- 3.11 In 1980, the public baths closed for refurbishment, however, they failed to reopen. In 1990, permission was granted for the demolition of all buildings on the Site and the erection of a food store, community centre, 19 residential flats, conveniences and a



Figure 3.5 c.1725 painting of Richmond House. The building is viewed from upstream and its riverside facing, south elevation is presented.



Figure 3.7 Britain from Above, 1928, viewed from the south-west, looking north-east.



Figure 3.6 Painting of The Kings Head, created at an unknown date. The building was demolished in 1928 and is viewed here from the north-west, looking south-west.



Figure 3.8 1934 OS Map

¹ London Borough of Richmond, Planning Application Ref. 64/0017

3 | Historic Development of the Site and Surroundings

public open space.² These works were not executed. Likewise, permission granted for the demolition of the pool building and the construction of a mixed use development including housing a cinema, health club and public space was not fully executed.³

Further permission was granted in 2001 for the partial demolition and modification of the pool building for the provision of a coffee shop, public works and tourist office.⁴ In 2003, permission was granted for the demolition of the building and partial clearance of the poolside lido for the creation of a children's play area.⁵ In 2005 the Site was redeveloped to create Jubilee Gardens, a playground and a café building.⁶ In 2011, permission was granted by the LBR to develop the existing derelict parts of the old pool site to create a public garden and open space.⁷ Subsequent planning applications for the redevelopment of the Site have been withdrawn.

2 Ibid, Planning Application Ref. 90/1213/FUL
 3 Ibid, Planning Application Ref. 01/2584
 4 Ibid, Planning Application Ref. 01/0540
 5 Ibid, Planning Application Ref. 03/1141/FUL
 6 Ibid, Planning Application Ref. 05/0251/FUL
 7 Ibid, Planning Application Ref. 09/0914/FUL

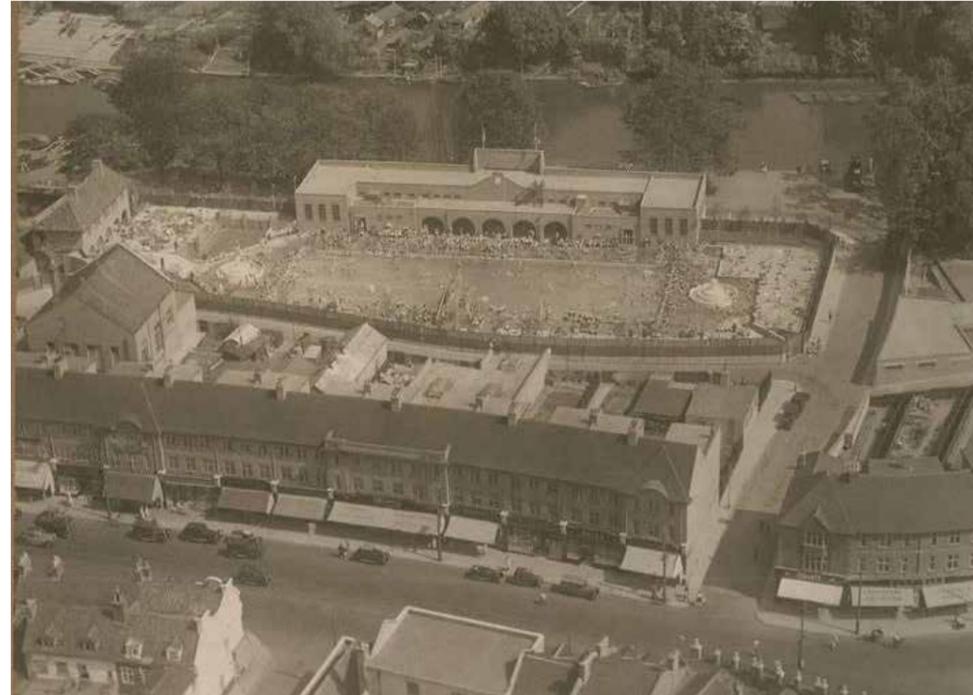


Figure 3.9 Aerial view of King Street and Twickenham Lido, looking south-east towards Eel Pie Island, in 1937



Figure 3.11 1982 OS Map

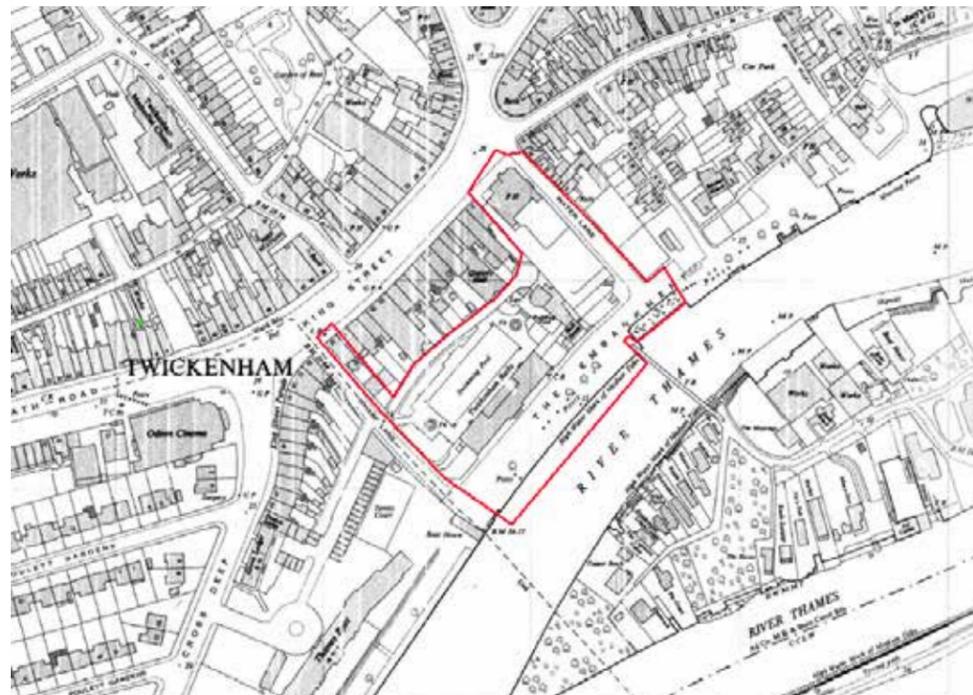


Figure 3.10 1959, OS map

Section 4

Identification of Assets and Assessment of Significance.

4 | Identification of Heritage Assets and Assessment of Significance

Site Description

- 4.1 The Site is of 1.34 ha and includes the whole of the riverside area between Water and Wharf Lanes. It lies on the banks of the River Thames, opposite Eel Pie Island. The Site comprises a two storey red brick building (Santander) to the north, a hard landscaped car park to the east, and a part-one, part-two storey building to the south, the Embankment to the east, and Diamond Jubilee Gardens to the centre with its pavilion building to the south.



Figure 4.1 The Santander building is located in the north-east corner of the Site, at the junction of Water Lane and King Street



Figure 4.4 The southern boundary of the Site comprises the soft landscaping of Diamond Jubilee Gardens



Figure 4.2 The north boundary of the Site is defined by unsightly rear elevations of buildings situated along King Street



Figure 4.3 View of Diamond Jubilee Gardens, facing the river. The centre of the Site is characterised by relatively plain landscaping and hardstanding.

4 | Identification of Heritage Assets and Assessment of Significance

Designated Heritage Assets

- 4.2 The Site does not contain any locally or statutorily listed buildings.
- 4.3 The Site is located within Twickenham Riverside Conservation Area. The principal existing structures within the Site boundary, including the buildings fronting King Street and Water Lane, the Bath House and garages on the Embankment, are identified to be negative features within the Conservation Area.
- 4.4 There are also a number of listed buildings within the vicinity of the Site. These are:
- 4.5 To the north of the Site:
- 60 and 62, King Street – Grade II
 - 54, King Street – Grade II
 - The George Public House – Grade II
 - 10 and 12, King Street – Grade II
- 4.6 To the north/north east of the site:
- K6 telephone kiosk junction of King Street and Water Lane – Grade II
 - Barclays Bank – Grade II
 - 22, 24, 25, and 26, Church Street – Grade II
 - The Fox Public House – Grade II
 - 40, 44 and 45, Church Street – Grade II
 - 2, 5, 7 The Embankment – Grade II
 - York House, and Registered Park and Garden – Grade II
- 4.7 To the south west:
- Boathouse and deep-water dock, riverside landing stage, steps, balustrade and gates, Thames Eyot – Grade II
- 4.8 Whilst all of the identified designated heritage assets have been considered, only those assets which have the potential for their setting to be affected by the Proposed Development have been assessed in detail.

- 4.9 These are:
1. Boathouse and deep-water dock, riverside landing stage, steps, balustrade and gates, Thames Eyot
 2. 10 and 12 King Street
 3. The George Public House 32 King Street, and 34 and 36 King Street
 4. K6 Telephone kiosk Junction of King Street and Water Lane
 5. 2, The Embankment
 6. Bank, 2, York Street
- Twickenham Riverside Conservation Area
- 4.10 These assets are numbered on the map at Figure. 4.1.
- 4.11 Additionally, Queen’s Road Conservation Area, located north of King Street, is not considered to derive its character or appearance from the setting of the Site and it is therefore determined unlikely to be affected by the Proposed Development. This asset will therefore not be assessed in detail.

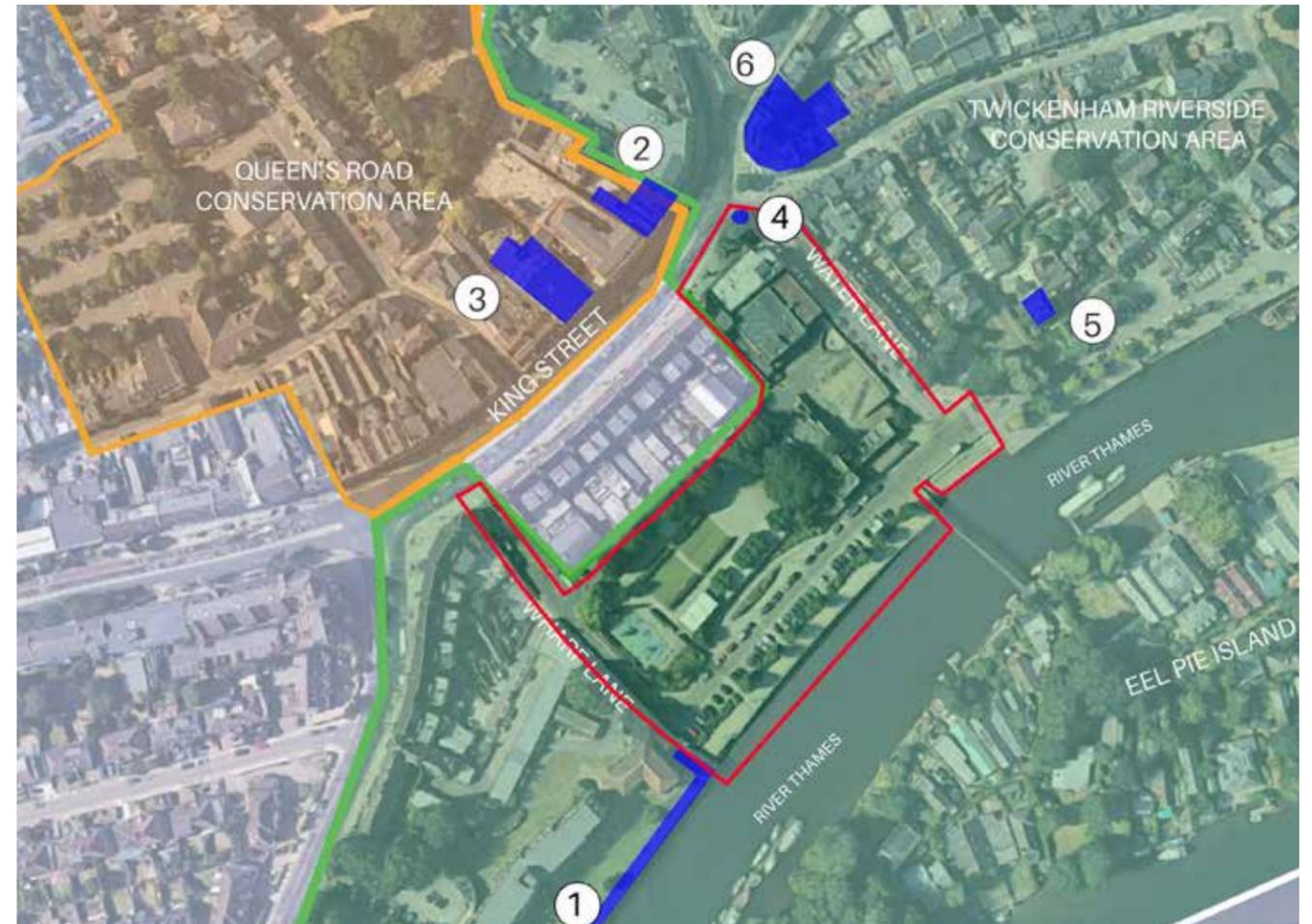


Figure 4.5 Designated Heritage Asset Map, the Site highlighted in red

4 | Identification of Heritage Assets and Assessment of Significance

Assessment Methodology

4.12 The assessment methodology used here for assessing the significance of the identified heritage assets and their settings is the framework set out in the November 2017 consultation draft of Historic England's best practice guidance document Conservation Principles. This proposes the use of three heritage interests - historical, archaeological, and architectural and artistic - in assessing what makes a place and its wider context special. These are broadly in line with the values - evidential [now archaeological], historical, aesthetic [now architectural and artistic], and communal [now part of historical] - set out in the previous, 2008 version, but are consistent with the heritage interests in the NPPF, the definitions for which are now included in the updated Planning Practice Guidance as cited above.

The Site

- 4.13 The heritage significance of the Site is considered to primarily derive from its historic interest which is expressed through its established association with the historic development of Twickenham. However, this interest is limited to archival record of the various buildings previously existing on the Site as there presently remains very little physical evidence of its phased development. Nevertheless, the prominent townscape situation of the Site, alongside its well-documented history, demonstrates its prominent role within the surrounding built environment.
- 4.14 The Site possesses very low architectural interest due to the plain architectural form and artistic treatment of the buildings located on the Site. These buildings are assessed to be of simple architectural design and are not of unique artistic merit, therefore they contribute no interest to the significance of the Site. The car park of the Site is furthermore considered to detract from the interest of the Site due to its dissociation with the Site's historic architectural character and poor quality design.
- 4.15 Overall, the Site is considered to be of low heritage significance due to its current low architectural interest which is generally considered to detract from its medium historic interest.

Listed Buildings

Boathouse and deep-water dock, riverside landing stage, steps, balustrade and gates, Thames Eyot

- 4.16 The Boathouse and deep-water dock is located to the south west of the Site and was listed Grade II in October 2011. It was built against the northern boundary of Thames Eyot, formerly the site of Poulett Lodge. It was constructed in the 1870s as part of Frederick Chancellor's remodelling of the house and grounds of Poulett Lodge for William Punchard.
- 4.17 The Boathouse is located adjacent to the Site. It comprises a rectangular, single-storey boathouse with a deep-water dock opening to the river where boats were historically stored and maintained. It is constructed of stock brick and red brown brick with stone dressings.
- 4.18 The Boathouse, dock, landing stage, and the steps, balustrade and gates hold special architectural and historic interest, reflected in their listing at Grade II.
- 4.19 The structure holds architectural and artistic value as an 1870s boathouse and dock, complete with its associated landing stage, steps and balustraded terrace. The structure also holds architectural and artistic value as it is demonstrative of how Chancellor's Italianate scheme for the house and landscape incorporated access to and use of the river. It was designed to enclose the view from the riverside terrace from which symmetrical flights of steps descend to a landing stage, which is placed asymmetrically on the river frontage.
- 4.20 The asset holds historical value as the landing stage and stairs were reused from an eighteenth-century structure and earlier nineteenth century river stairs in the same location.
- 4.21 The asset also holds historical and architectural and artistic value for its rarity and age. It is the only near-intact example of an 1870s, private, deep-water dock of this type remaining on the upper tidal Thames. The boathouse itself also holds historical and architectural and artistic value as it has an intact brick-vaulted jack-arched roof and a balustraded parapet.
- 4.22 The asset also holds historical interest as it is demonstrative of the continuing tradition of picturesque riverine and garden structures along this stretch of the river dating from the early eighteenth century as well as the increased use of the river and its setting in the late nineteenth century.



Figure 4.6 The Boathouse (Grade II), viewed from the rear of the Site, looking south-west



Figure 4.7 10 and 12 King Street, viewed from the north-east corner of the Site

4 | Identification of Heritage Assets and Assessment of Significance

10 and 12 King Street

- 4.23 10 and 12, King Street are located to the north of the Site and were listed in June 1983 for holding special architectural and historical interest.
- 4.24 The buildings comprise two eighteenth century houses although have been converted at ground floor level to accommodate retail use and have modern shop fronts. The buildings are three storeys and are five bays wide (3:2). Once thought to have been part of a longer terrace, the building has a hipped tiled roof and is brick faced with a wood eaves cornice. Segmental-arched windows are located at first floor with stuccoed keys.
- 4.25 The buildings hold special architectural and historic interest, reflected in its listing at Grade II.
- 4.26 They hold historical and architectural and artistic value as building dating to the eighteenth century and representative of the early development of Twickenham. The buildings also hold historical interest as they are demonstrative of the changing needs of the town, reflected in their change of use at ground floor level to retail. It is unknown whether 10 and 12 Kind Street hold archaeological interest.

The George Public House 32 King Street, and 34 and 36 King Street

- 4.27 The George Public House (32-36, King Street) was listed Grade II in June 1983. The two-storey building dates to the late seventeenth century. It comprises a double pitched roof with modillion eaves cornice although has been subject to some intervention. Number 32 has a modern pub frontage at ground floor level with two three-window, canted bays to the right-hand side, and a single window over what would have been the carriageway at first floor.
- 4.28 Number 34 has a modern shop front on the ground floor with 2 flush framed sash windows on the first floor and one gabled dormer in the roof. Number 36 has mid-nineteenth century stuccoed front with ground floor shop front returning onto Green's Road. First floor has 2 windows, one on the rounded corner, with a stuccoed finish, architraves, and bracketed cornice. The original eaves cornice has been replaced with a stucco modillion cornice with panelled parapet incorporating a dormer.

- 4.29 The building holds special architectural and historic interest, reflected in its Grade II listed status.
- 4.30 The building holds historical and architectural and artistic value as one of the few buildings in Twickenham dating to the seventeenth century. It is demonstrative of the early development of the town as well as the construction techniques of its period. Although heavily altered at ground floor to accommodate its modern public house use, the building is also representative of a coaching inn and is demonstrative of the numerous coaching houses which accommodated many travellers who passed through this area throughout the seventeenth and eighteenth centuries.
- 4.31 It is unknown whether the building holds archaeological interest below ground.

The K6 telephone Kiosk

- 4.32 The K6 telephone Kiosk is located within the boundary of the Site,, at the junction of King Street and Water Lane. The Kiosk was listed Grade II in June 1987. It was erected in 1935 and was designed by Sir Giles Gilbert Scott. Made of cast iron, it is square with a domed roof with unperforated crowns to the top panels and margin glazing to the windows and door.
- 4.33 The kiosk holds special architectural and historic interest, reflective of its listing at Grade II. The kiosk holds historical and architectural and artistic interest demonstrative of Sir Gilbert Scott's work, a prominent architect in the early twentieth century. The kiosk also holds historical value as the K6 model was designed to commemorate the Silver Jubilee of the coronation of King George V in 1935. The kiosk does not hold any archaeological interest.

2, The Embankment

- 4.34 2, The Embankment is located to the east of the Site and was listed Grade II in September 1952. The listing comprises a three storey, red brick house dating to the early eighteenth century. It is three windows wide with an entrance door to the right hand side with a rusticated surround and pediment. Much of the interior is thought to survive.
- 4.35 The building holds special architectural and historic interest, reflected in its listing at Grade II. It holds historical and architectural and artistic value as a



Figure 4.8 The George Public House, viewed from 23 King Street



Figure 4.9 K6 Telephone Kiosk, located opposite the Site

4 | Identification of Heritage Assets and Assessment of Significance

building dating to the early eighteenth century and is representative of the early residential development in Twickenham. The building also holds architectural and artistic value as one of the few surviving residential buildings which was constructed on the bank of the Thames River.

- 4.36 The house also holds architectural and artistic value a building which has retained much of its interior layout and detailing, although much of its setting has changed since it was constructed.

Bank, 2 York Street

- 4.37 2, York Street (Barclays Bank) is located to the north of the Site and was listed Grade II in May 1983. The three-storeyed stone building dates to the early twentieth century. It extends three storeys and occupies a semi-circular corner site at the junction of Church Street, Water Lane, and King Street. It comprises thirteen bays overall with its central three bays and outer two bays advanced. The elevation composition includes rusticated window surrounds to the upper storeys and pediments to the windows at first floor. The ground floor comprises semi-circular headed windows with friezes above and a decorative brick course between the first and second floor.

- 4.38 The building is noted in the listing description to play a very important townscape role in Twickenham centre. The building is located at the junction of King Street, London Road, York Street and Church Street. Its prominent townscape situation, alongside the contrasting materiality of its exterior and rounded form promote the building as a focal point for views to and from these streets.

Twickenham Riverside Conservation Area

- 4.39 Twickenham Riverside Conservation Area was designated in January 1969. It was extended in September 1982 and January 1991 to include Marble Hill and Radnor Gardens. The Area Appraisal was published in November 1998. The Area was reviewed and extended to include nos. 51-93, Richmond Road in March 2018.

- 4.40 Twickenham Riverside Conservation Area is one of the largest and most varied in the Borough. As such, the Area is divided into six sub areas:

- Marble Hill
- Lebanon Park
- The Riverside
- Eel Pie Island
- The Commercial Centre
- Cross Deep

- 4.41 The Site is located within The Riverside sub area.

- 4.42 Sandwiched between the river and the principal road to Richmond, the character and appearance of Twickenham Riverside Conservation Area comprises a mix of urban and semi-rural form. A double curve of the river and the close proximity of Eel Pie island gives unfolding views of both banks, framed by mature trees and foliage.

- 4.43 The Village core, on the raised river terrace including Church Street and its associated alleyways, forms a focal point when viewed from the Thames and is closely linked to it. The medieval settlement is clearly visible from as far away as Radnor Gardens, Ham House, and Richmond Hill. Physical and visual links between the original village street, Church Street, and the Thames are very important as evidence of the village's historical development and present day character.

- 4.44 Narrow streets and alleyways are lined with two and three storey buildings, constructed predominantly in red brick of various hues. Many buildings in the area are listed Grade II, and retain the burbage plots of their medieval foundation. St Mary's Church remains as the village focal point.

- 4.45 The seventeenth and eighteenth century development along the Thames is characteristic of the period's grand formal approach to landscape and buildings. The Palladian Marble Hill house, set in extensive grounds running down to the river, is a nationally important example of such development. Together with York House, Orleans House and Montpelier Row.

- 4.46 The riverside area, from Hammerton's Ferry to Cross Deep, demonstrates Twickenham's history of river-related activity, both recreational and industrial. In places, particularly between Water Lane and Orleans



Figure 4.10 2, The Embankment is the building positioned to the right. It is viewed from The Embankment, facing north.



Figure 4.11 Bank, 2 York Street

4 | Identification of Heritage Assets and Assessment of Significance

House, there is a semi-rural character created by the eighteenth-century residential dwellings fronting the river. York House Gardens straddle this lane and provide a more formal gateway to the Embankment area. Views opens out as a promenade where the public have maximum access to the water's edge.

- 4.47 Views towards the Site are also experienced from the Eel Pie Island character area.
- 4.48 As noted in the Conservation Area appraisal, Eel Pie island makes a vital contribution to the character and appearance of the Conservation Area. The island is substantial, long enough to conceal the entire Twickenham quayside from Ham. The extreme ends of the island are thickly wooded. It provides valuable, quiet and relatively undisturbed areas for wildlife.
- 4.49 The island is accessed by foot, or boat. The island has its own distinct character as an eclectic mixture of river-related industry and residential development. Single storey purpose-built bungalows dominate parts of the island although most are screened from the Twickenham bank by mature tree growth. The northern part of the island is characterised by boat building yards and related activities on an informal layout. This is the closest part of the island to Twickenham and makes a significant contribution to the area's character. At both ends of the island, there is no development, allowing the island to be enjoyed as a natural feature in the landscape when approached from either down or upstream. As a result, the island plays an important role in Twickenham's setting, and in the context of the wider Thames landscape.
- 4.50 As set out in the Conservation Area (Area 8) review, there are design opportunities for the Site as the former pool site which is currently landscaped to strengthen these links as well as restoring a use sympathetic to its riverside location.

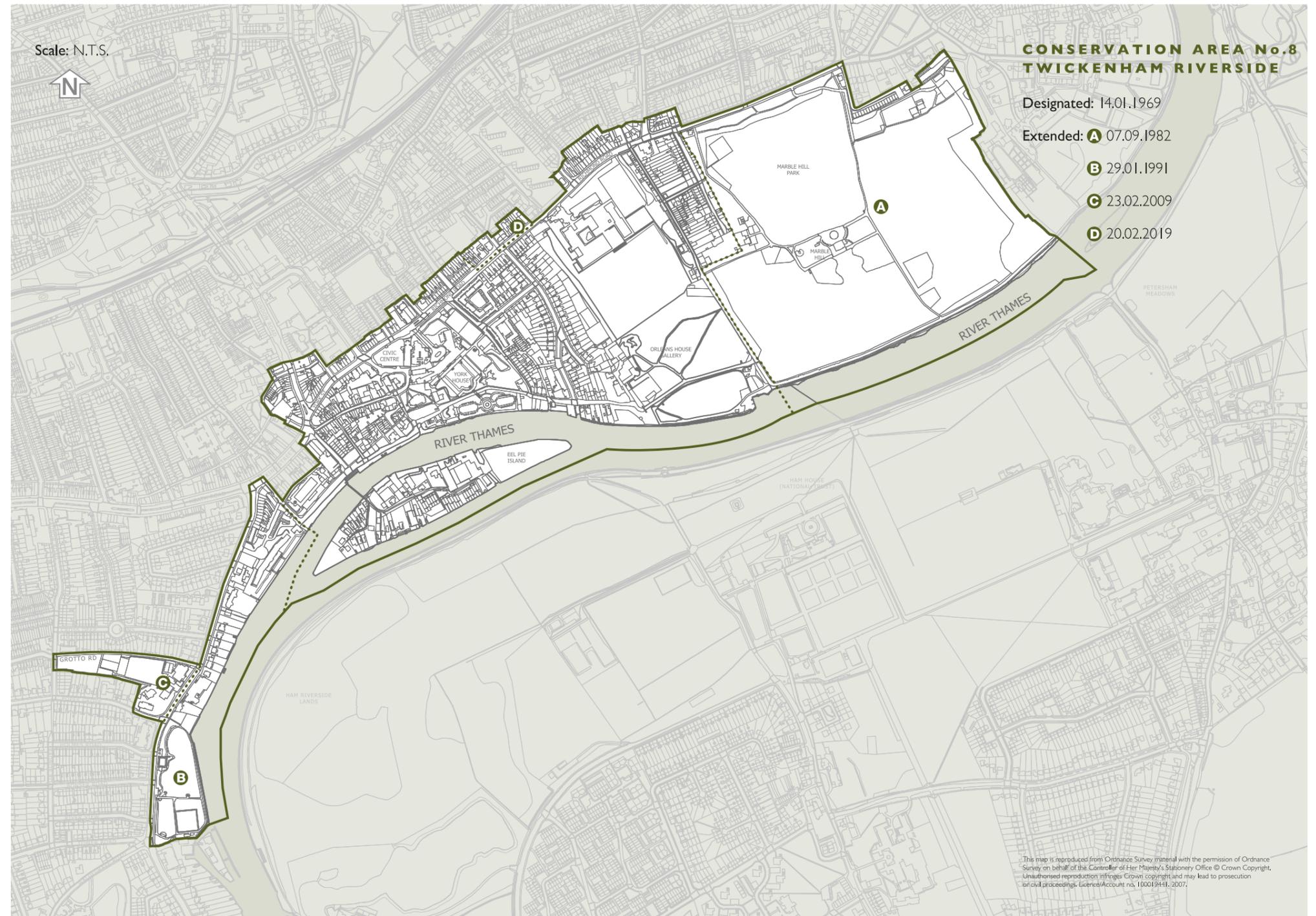


Figure 4.12 Conservation Area Map

Section 5

**Townscape Character
Assessment.**

5 | Townscape Character Assessment

Surrounding Streets

King Street

- 5.1 King Street is the principal thoroughfare within the surrounding built environment immediate to the Site. It runs along the northern boundary of the Site and is of a relatively dense urban character, comprising commercial buildings dating from the late 19th and early 20th centuries, principally in red brick. The street is flanked by wide pavements which are fitted with benches, bus stops and cycle racks.
- 5.2 King Street is relatively short, opening out into Heath Road and Cross Deep just west of Wharf Lane. Further east it bends gently north into York Road and, further north still, London Road. The curve of the street helps to give the Grade II listed bank at No.2 York Road a very prominent position and role in the townscape. It provides a vista stop in eastward views, and its prominence is emphasised by its curved form, with central entrance and pedimented top, as well as its contrasting materiality, having been constructed in stone. While providing a transition into York Road and London Road, the bank building also turns the corner into the much more intimate scale and finer grain of Church Road, on its south side.
- 5.3 Diagonally opposite the Grade II listed bank, across Water Lane, is the existing Site building, occupied by Santander bank. It is late 20th century modern building in concrete and brick, split asymmetrically into four bays on its King Street frontage and stepping down in accordance with the gradient into Water Lane. It is a detracting element within the Conservation Area boundary.
- 5.4 A three-storey terrace building constructed from red brick with 32 bays encompasses a large part of the south side of King Street, between Water Lane and Wharf Lane. Numbered 5-33 King Street, it is situated between the east and west sides of the Site. It is the most regular building on this stretch of the street, with a long and repetitive form. It presents symmetrically recessed and projecting bays, monotonously fenestrated with brick chimneys and guttering placed at even intervals along its elevation. The ground floor of the terrace comprises modern shop fronts which are less uniform in character. Like most of the buildings on King Street close to the Site, it is constructed in a red brick. Unlike most of the other buildings on the street, however, it is excluded from the boundary of either the Queen's Road or the Twickenham Riverside Conservation Areas.

- 5.5 The north frontage of King Street also comprises a dense building line, however this is formed of a series of two and three-storey buildings often between three and six bays wide. These buildings commonly retain their historic facades and express a considerably more varied architectural treatment and form than the terrace located on the south side of King Street, opposite. These buildings are located within the Queen's Road Conservation Area.
- 5.6 The Twickenham Riverside Conservation Area Appraisal describes how a broken skyline is created by the variation of building heights along King Street and further accentuated by a mixture of parapeted eaves and pitched roofs. Shared features such as red brick (of varying hues) with stone detailing, a horizontal emphasis to regular fenestration and ground floor shop fronts establish a prominent architectural character in this area.
- 5.7 Two listed buildings are located on the north side of King Street; nos.10 and 12 King Street and The George Public House. The latter site is older than most commercial buildings in the area, dating from the late seventeenth century, and does not conform to the prevailing architectural character of the street, being a two-storey building with a rendered exterior and stuccoed detailing, a double-pitched roof with dormer windows and projecting bays. This building contributes to the architectural interest of this side of King Street and contributes positively to the character and appearance of the Queen's Road Conservation Area.

Church Street

- 5.8 In commercial and scale terms, Church Street is a secondary street, located east of King Street and Water Lane. The street historically served as the principal thoroughfare in Twickenham until the opening of York Street in 1899. Its cobbled surface and narrow width, bordered by a dense collection of two and three-storey principally commercial buildings express a market-like character and reflect its historic status as the Village core. Buildings lining Church Street commonly date from at least the eighteenth century and maintain their medieval burgage plots. New developments are described within the Twickenham Riverside Conservation Area as being respectful of the scale of St Mary's Church, located at the eastern end of the street, in order to maintain its status as the village focal point.



Figure 5.1 A 32 bay terrace building is located adjacent to the Site, between its east and west ends, on the south side of King Street



Figure 5.2 Church Street

5 | Townscape Character Assessment

5.9 Barclays Bank is situated at the west end of Church Street, and its singular expression, and much greater volume provides a visual contrast between the comparably small scale buildings on the Church Street and the later commercial buildings in King Street beyond. The juxtaposition emphasises the intimacy of Church Street.

Water Lane

5.10 The Site is bordered by Water Lane to the east. The street is characterised by its steep gradient leading down to the river and narrow width. Two-storey red and brown brick buildings of commercial and residential function line the east side of the street, opposite the Site. They comprise both recent modern and nineteenth-century developments, however features such as hipped roofs, exposed brick and gabled elevations are commonly shared amongst the buildings. Water Lane has a certain intimacy, as suggested in its name, and it provides a transition from the more intense commercial character to the north, to the more open riverine character to the south.

Wharf Lane

5.11 Wharf Lane forms the western boundary of the Site, and is accessed off King Street. It provides servicing access to commercial buildings on the south side of King Street as well as access to the Site and the riverside beyond. The street is situated on a steep incline approaching the river and is almost entirely enclosed by the tall brick boundary walls of sites located on Cross Deep and Eyot Lodge. A private road and small car park is located to the west of the street. The rear elevations of three storey buildings lining King Street contribute to the back-land urban character of the north end of Wharf Lane, whilst a relatively dense treescape is visible further south, and includes trees on Eel Pie Island. At the south end of Wharf Lane, The Embankment provides more open views of the riverscape.

The Embankment

5.12 The Embankment provides the south boundary of the Site and runs parallel to the river. It has a semi-rural, riverine character, with open views across to Eel Pie Island, with its verdant treescape and low houses. As the Embankment is open to the river, it is experienced

as relatively wide and open, with car parking spaces lining both sides, bordered by paved footpaths. Semi-formal landscaping associated with the Diamond Jubilee Gardens also characterises the north side of the street. At the east end of The Embankment, a footbridge connects Twickenham Riverside to Eel Pie Island.

Eel Pie Island

5.13 Eel Pie Island runs the entire length of the Site and provides a semi-rural border to the river. It is characterised by wooded landscape which is occupied by a mixture of residential development and river-related light-industrial buildings. Mature tree growth largely conceals the presence of single-storey bungalows and other buildings on the north side of the island, facing the Site, however boat docks project into the river. As Eel Pie Island can only be accessed directly across the footbridge, it is entirely a pedestrian environment, with a narrow path running along its spine connecting the properties there.

5.14 The double curve of the river, framed by an established treescape and riverside buildings, focuses views along the river towards the east and west ends of the island. These views are experienced from the Embankment and the recession of buildings within their plots, set back from the riverside encourages an appreciation of these views, thus enhancing the character of the place.



Figure 5.3 The Embankment to the south of the Site



Figure 5.4 The semi-rural character of Eel Pie Island, viewed from the Site.

Findings

- 5.15 The townscape and riverscape that provides the immediate surroundings and setting of the Twickenham Riverside Site, is of a varied character. To the north, on King Street, there is a relatively dense urban quality, focussed on commercial activity, dating principally from the late 19th and early 20th century. This continues on Heath Road further west, but becomes immediately more residential on Cross Deep to the south west. To the east, views through the townscape focus on the prominent bank building at No. 2 York Street. A prominent and dense commercial character continue beyond into York Street and also north on London Road on the approach to Twickenham Station. Views south on London Road terminate in the York Street bank and the treescape on Water Lane, with the existing Site building appearing behind them as the viewer moves south. The Site therefore has a potentially important townscape role to play in southward views. The current Site building does not respond positively to these views.
- 5.16 South and east of the prominent York Street bank, the townscape environment changes immediately in the intimate confines of Church Street, the historic heart of this part of Twickenham. The change of character is emphasised by the predominantly two storey building heights, narrow plot widths and proportions, as well as the shared surface which prioritises pedestrian movement. Water Lane acts as a transitional moment in the streetscape between King Street and Church Street, and the Site is closely connected to this relationship. It is adjacent to the junction of Church Street and Water Lane, but also to the long commercial terrace at Nos. 5-33 King Street. There is the opportunity for a new building of high quality to respond much positively to the townscape condition here, as well as the character and appearance of this part of the Twickenham Riverside Conservation Area.
- 5.17 South of the King Street frontage, the built elements of the Site detract from the character and appearance of the Conservation Area. The Diamond Jubilee Gardens provide some openness, but are detached from The Embankment and the riverscape beyond. The Embankment and Eel Pie Island present a semi-rural character, with open views looking along the river in both directions. The commercial density of King Street, through close by physically, is distant in terms of character when the viewer is on the south-east side of the Site close to the river. Development on the Site needs to mediate between these two distinct characters, since it connects to both.
- 5.18 Development of the Site offers the opportunity of a much more positive relationship with the River and with Eel Pie Island opposite, and the activation of both Water Lane and Wharf Lane. The development can address the River, as did earlier development on the Site, without causing harm to the significance of nearby heritage assets, including the Grade II Boathouse to the immediate south-west. There is the opportunity for the development to draw its architectural cues, including form and materiality, from the riverine environment, including existing development on both bank the Thames. In townscape and landscape terms, development also has the potential to contribute to a new element of high quality in longer views in both directions on the river, fitting into the riverside treescape, and contributing positively to the pastoral character of this stretch of the Arcadian Thames.