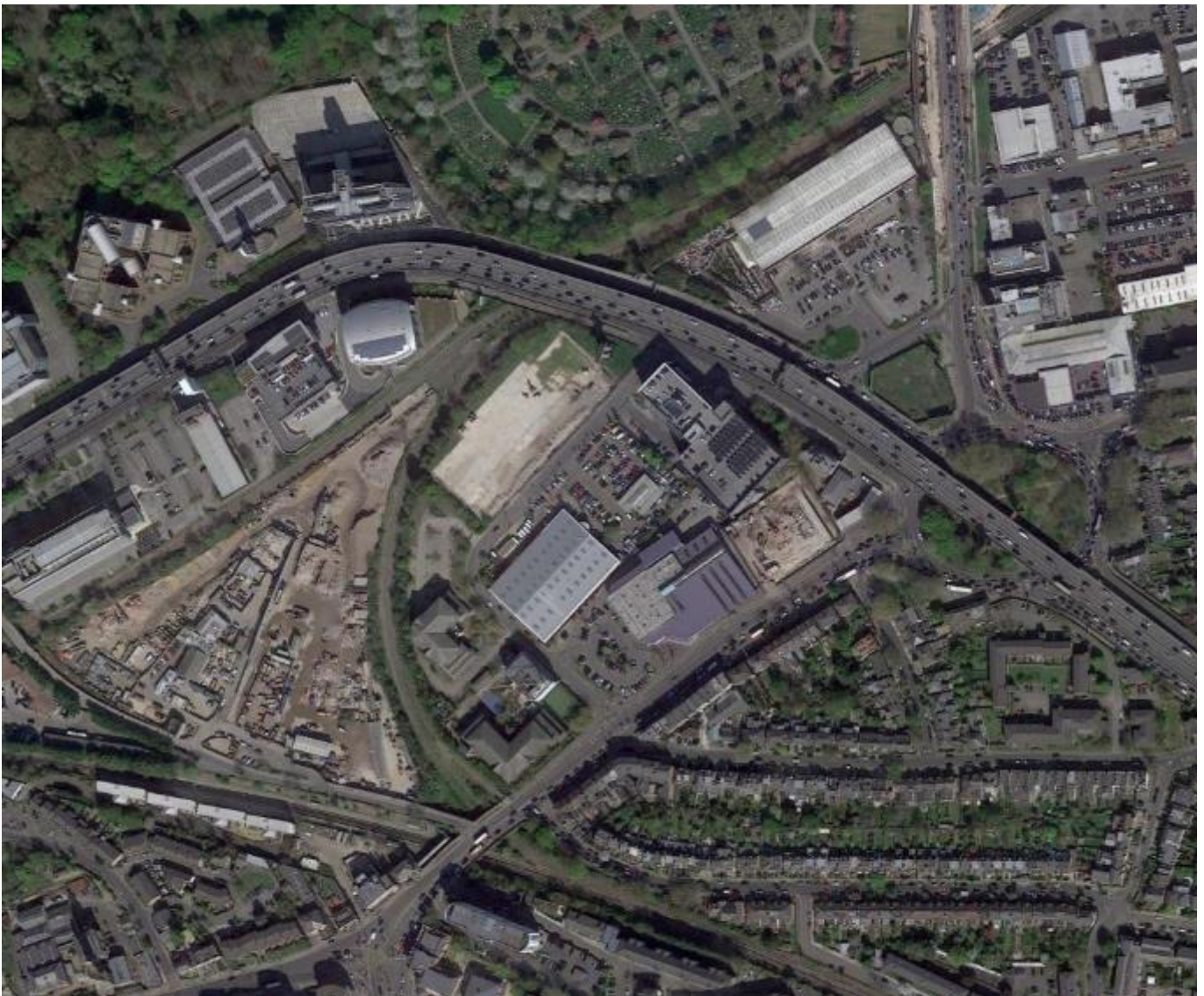


Jones Lang LaSalle Incorporated

Heritage, Townscape and Visual Impact Assessment Addendum

Citroen Site, Brentford

May 2018



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1 Introduction

- 1.1 This Heritage, Townscape and Visual Impact Assessment (HTVIA) Addendum has been prepared by JLL Heritage on behalf of L&Q in respect of the proposed amendments to the submitted proposals for the Citroen site, Brentford.
- 1.2 Following the calling in of the scheme by the Mayor of London, the proposals have been revised to increase the height of core 3 to add an additional 2 storeys for development. There are also other minor external changes to the scheme that could affect the external appearance of the building. This Addendum will consider the conclusions reached in the submitted HTVIA and whether these remain valid following the scheme amendments.
- 1.3 This Addendum also sets out the significance of a number of grade II listed buildings located between 500m and 750m distant from the site which were included as part of the ES Scoping Report, as agreed with the London Borough of Hounslow.
- 1.4 Accordingly, this Addendum is structured as follows:
 - Section 2 sets out the proposed changes to the scheme;
 - Section 3 identifies the methodology that the Addendum will follow;
 - Sections 4, 5 and 6 provide an appraisal of the changes on the heritage, townscape and visual conclusions reached in the submitted HTVIA.

2 Proposed Changes

2.1 The Proposed Development has been amended to respond to comments received during the course of the determination of the application. These are set out in the revised Design and Access Statement (prepared by Hawkins\Brown). Those relevant to the HTVIA are:

- Two additional storeys added to Core 3 with the revised heights of the buildings set out in table 2.1 below;
- The Residents Gym and CHP have switched locations, in order to further activate the frontage to the north-east side of the site;
- A new flue for the new CHP has been incorporated into Core 1, exiting at roof level;
- The increase in width of windows to the stepped gable ends with solid panels removed from the living rooms on the long flank elevations. Windows also added on the return walls to core 1 and between cores 4 and 5.

2.2 The effect of these changes on the conclusions reached in the submitted HTVIA are considered in the following sections.

Table 2.1. Heights of buildings, as submitted and as revised.

Building	Submitted no. of storeys	Submitted max. height metres (AOD)	Revised no. of storeys	Revised max. height metres
Core 1	16	65.78	16	65.78
Core 2	12	53.18	12	53.18
Core 3	15	62.63	17	68.93
Core 4	13	56.33	13	56.33
Core 5	18	72.08	18	72.08

3 Addendum Methodology

- 3.1 This Addendum to the submitted Heritage, Townscape and Visual Impact Assessment (dated November 2017) –considers the changes proposed to the submitted scheme and outlined at section 2 and whether this would affect any of the conclusions reached in the original document. Accordingly, the Addendum follows the methodology for assessment as set out in section pages 8 to 17 of the submitted HTVIA.
- 3.2 This Addendum will consider each of the three topic areas – Heritage, Townscape and Visual – in turn and, in the case of the visual considerations, will present a number of the Accurate Visual Representations as the submitted scheme and the revised scheme. This is a representative sample of the views previously presented so as to illustrate the changes now proposed.

4 Heritage Considerations

- 4.1 The following section sets out the heritage considerations relevant to the proposed changes. We also set out a number of additional heritage assets that are to be considered which reflects the extent of the study area proposed as part of the Scoping Report (agreed with the London Borough of Hounslow) and the submitted HTVIA.

Consideration of Proposed Changes

- 4.2 The proposed changes to the submitted scheme are identified in the accompanying Design and Access Statement Addendum as well as the accompanying Environmental Statement information. These changes increase the height of core 3 and also changes the appearance of some elements of these buildings. These changes have been reviewed and, in the case of the additional height, a series of accurate visual representations prepared which show the minor increase in the height of core 3. This includes views 15, 23 and 33 which have been prepared as full renders which illustrate the revised massing and appearance of the building.
- 4.3 The changes to the building are de minimis and, as the revised accurate visual representations illustrate, there will be no perceptible change to views from heritage assets, nor will there be any change in the effects of the Proposed Development on the conclusions reached as part of the submitted HTVIA. The conclusions of the submitted HTVIA – for the demolition and construction effects, once completed and fully operational and also as cumulative effects – therefore remain valid for the revised scheme.

Additional Heritage Assets to be considered

- 4.4 Table 4.1 identifies the listed buildings which were included within the agreed Scoping Report but fell outside of the Study Area proposed as part of the submitted HTVIA. Plans of the location of the listed buildings are included within figures 4.1 – 4.5

Table 4.1. Listed Buildings within the Study Area.

Key	Name	Grade
1	West stable in Gunnersbury Park	II
Group 1: Kew Green West		
2	The Herbarium, and front railings and gates	II
3	Hanover House with attached railings	II
4	59 and 61, Kew Green	II
5	63, Kew Green	II
6	Warden House with attached railings	II
7	The White House	II
8	Ada Villa	II

Key	Name	Grade
9	71, Kew Green	II
10	Danebury House	II
11	77, Kew Green	II
12	Capel House	II
Group 2: Kew Green East		
13	98 -106 Kew Road	II
14	90 and 96, Kew Green	II
15	62 and 64, Kew Road	II
16	52-56, Kew Green	II
Group 3: Strand on the Green		
17	Carlton House	II
18	66 and 67, Strand on the Green	II
19	Magnolia House	II
20	Compass House	II
21	Ships Cottage	II
22	Old Ship House	II
23	Clayton House, Mucklow House, Naylar House, Oliver House & River House	II
24	50, Strand on the Green	II
25	49, Strand on the Green	II
26	Picton House & railings to Picton House	II
27	Wistaria House	II
28	46, and 47, Strand on the Green	II

4.5 Following the consideration of the potential effects of the Proposed Development on the additional heritage assets to be considered, we have scoped out the heritage assets set out in table 4.2 as the Proposed Development will not have a significant effect on their significance.

Table 4.2. Scoped Out Listed Buildings within the Study Area

Key	Name	Grade	Reason
1	K6 Telephone Kiosk	II	The setting of the Telephone Kiosk is principally defined by Kew Green which forms an enclosed and strongly defined townscape. Due to its relative distance from the heritage asset, the site does not form part of its setting and will not visible in views towards the heritage asset in a manner that will affect an appreciation of its significance.
2	Lamp Standards	II	An item of street furniture which are listed due in part to their aesthetic and functional value. Setting does not contribute to significance and significance will not be affected by the Proposed Development.

Non-Designated Heritage Assets

4.6 In addition to the Designated Heritage Assets, we have also identified several non-designated heritage assets that fall outside of the HTVIA Study Area but within the Scoping Report agreed with the London Borough of Hounslow. Table 4.3 sets out the non-designated heritage assets which are to be considered further.

Table 4.3. Non-designated heritage assets within the Study Area – Scoped In

Key	Name
1	The Gunnersbury (formerly the John Bull Public House)

4.7 Following the consideration of the potential effects of the Proposed Development on the additional heritage assets to be considered, we have scoped out the heritage assets set out in table 4.2 as they are items of street furniture and the Proposed Development will not have a significant effect on their significance.

Table 4.4. Non-designated heritage assets within the Study Area – Scoped Out

Key	Name	Reason
1	St George's Church	St. George's Church is located at the edge of the 750m study area, to the south west of the application site. Originally a late Victorian Church, the building has undergone radical redevelopment which has involved the demolition and reconstruction of the main body of the church, incorporating 19 flats within the building. Although the building retains characteristics of an ecclesial building, its historic and architectural interest has diminished due to this high level of

Key	Name	Reason
		redevelopment. Furthermore, the buildings location, intervening topography and townscape, mean the church is dislocated from the application site and therefore will not be affected by the Proposed Development.
2	Japanese Gardens	The Japanese Gardens are situated to the north of the Site and at the edge of the study area. The significance of the non-designated heritage asset is low given that it is a local designation and has a low sensitivity to change. As a result, any effect on the significance of the Gardens will not be significant. Therefore, the asset is scoped out of this assessment.

4.8 The significance of the identified heritage assets is set out in the proformas included at Appendix 1 and 2 and summarised in table 4.5. The location of the identified heritage assets is set out in figures 4.1 to 4.5.

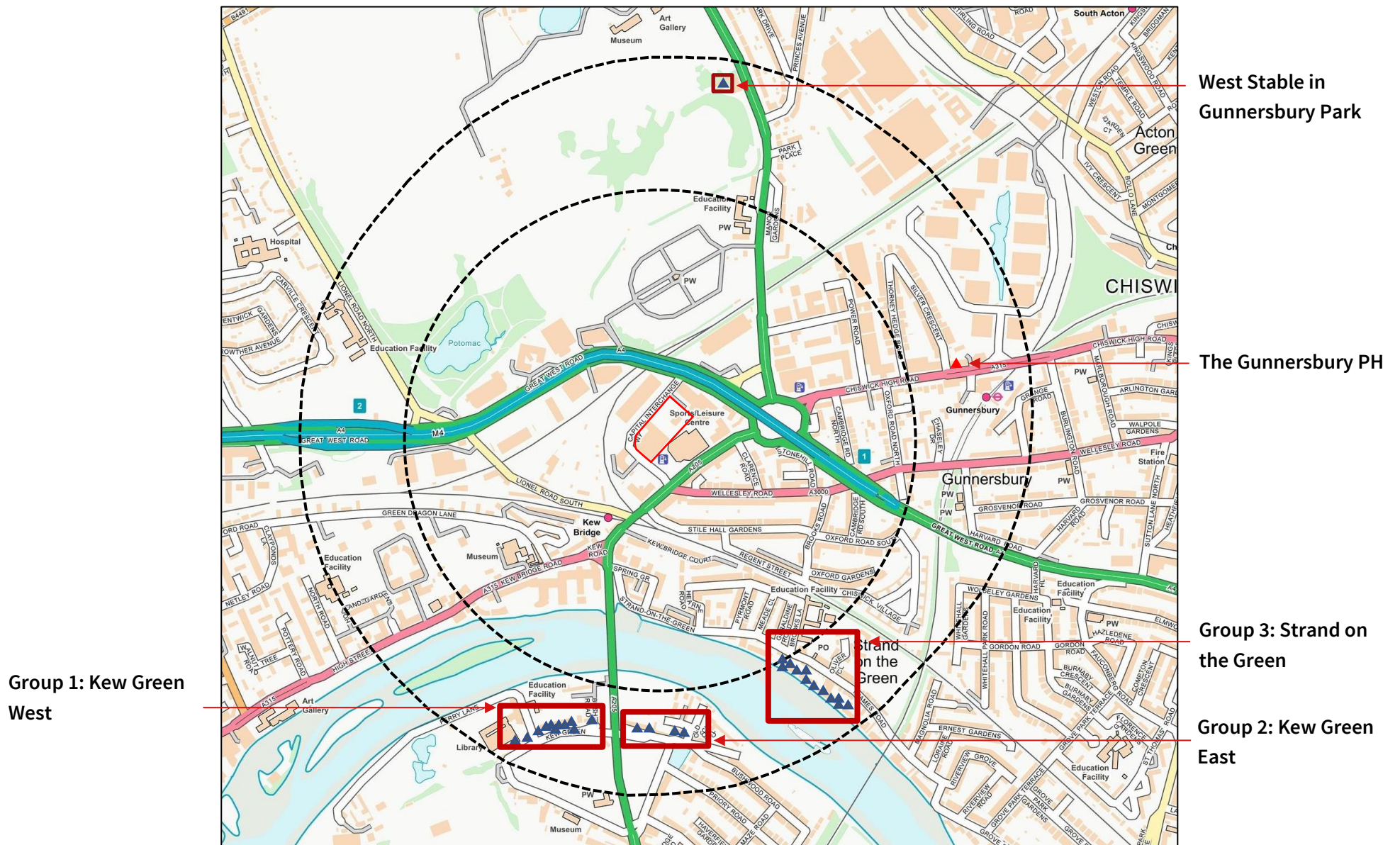


Figure 4.1. Location of Listed Buildings and Locally Listed Buildings between 500m and 750m from the Site (Blue: Listed Building / Red: Locally Listed Building)

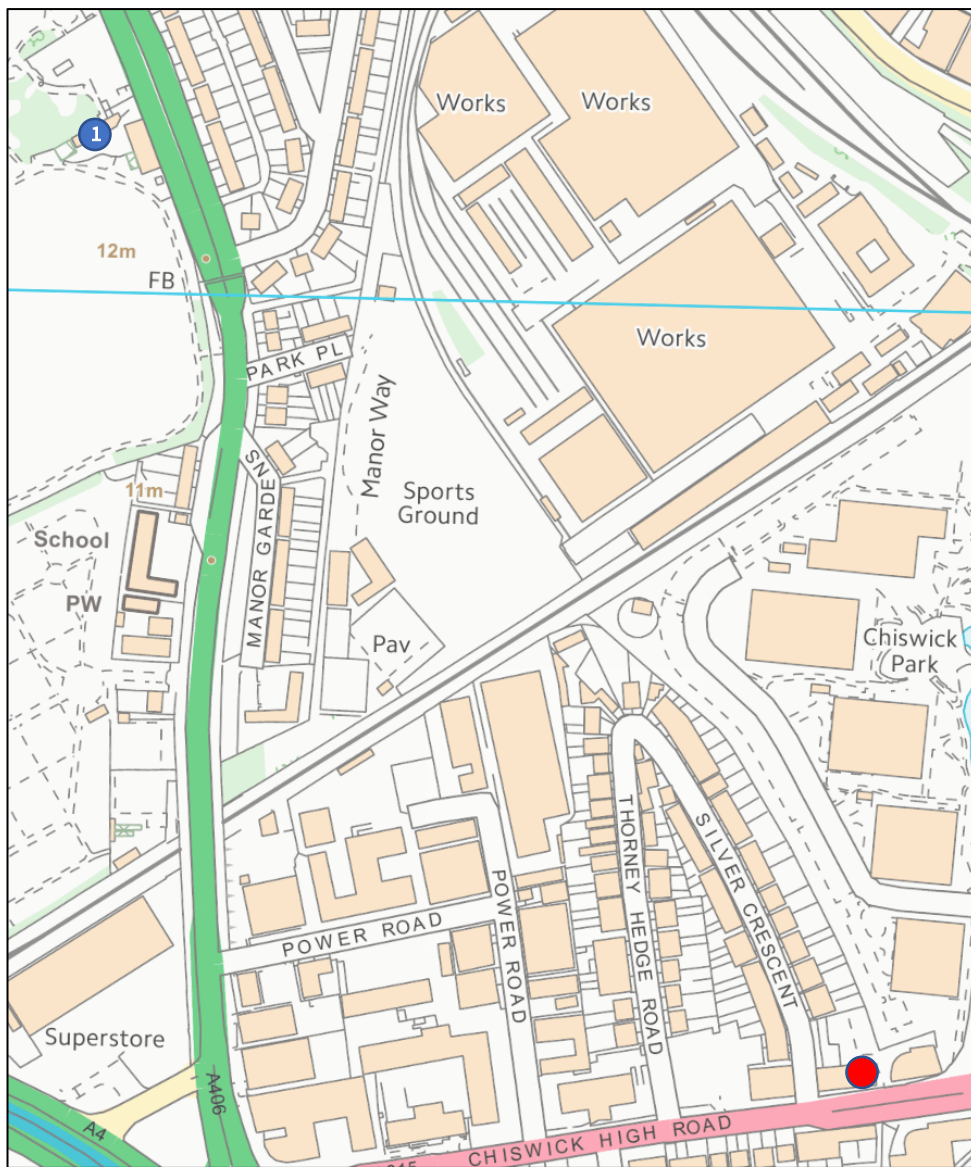


Figure 4.2. Location plan of West Stables in Gunnersbury Park and The Gunnersbury PH (PH marked in red)



Figure 4.3. Location plan of assets in Group 1

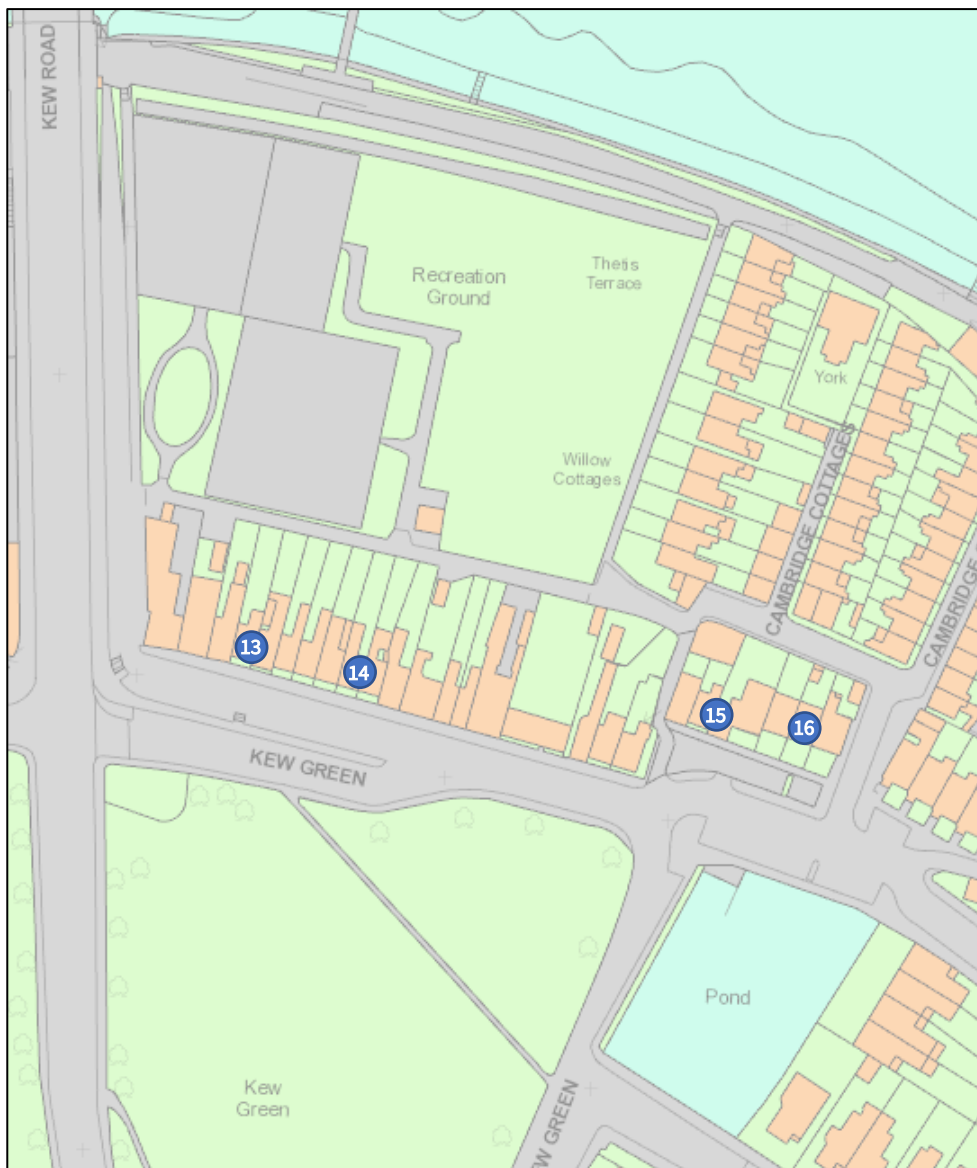


Figure 4.4. Location plan of assets in Group 2



Figure 4.5. Location plan of assets in Group 3

Table 4.5. Summary Statements of Significance: Listed Buildings

Key	Name, Address	Grade	Summary Statement of Significance	Level of Significance	Sensitivity to Change
1	West Stable in Gunnersbury Park	II	Part of a group of associated listed buildings the significance of which lies in their architectural qualities and historic connections to the development of the Park as a whole. The parkland setting makes an important contribution to their understanding and significance.	Medium	Low
Group 1: Kew Green West					
2	The Herbarium, and front railings and gates	II	A good example of a mid-18th century large residence located close to the entrance of the Royal Botanic Gardens at Kew. The building retains its original character along with finely detailed architectural features. The building illustrates the key mid-18 th century residential development of this part of Kew.	Medium	Medium
3	Hanover House with attached railings	II	A former 18 th century house, which retains its original domestic character and fine detailing to its exterior. The building illustrates the key mid-18 th century residential development of this part of Kew following the increase in royal interest in the area.	Medium	Medium
4	59 and 61, Kew Green	II	A pair of mid-18th century townhouses which retain their original character and external detailing. The pairs special architectural and historic interest are principally manifested in their high-quality façade and by forming a key feature of the historic development phase of Kew.	Medium	Medium
5	63, Kew Green	II	A substantial four storey 18 th century townhouse that forms part of a strong townscape composition of 18 th and 19 th century buildings, framing the north side of Kew Green. The building forms part of the historic development of Kew as a high status residential suburb following the arrival of Kew Bridge.	Medium	Medium
6	Warden House with attached railings	II	A good quality example of a mid-18 th century Classical style townhouse, featuring many original architectural features. The building forms a strong townscape composition of 18 th and 19 th century buildings which frame the north side of Kew Green.	Medium	Medium

Key	Name, Address	Grade	Summary Statement of Significance	Level of Significance	Sensitivity to Change
7	White House	II	An early-19 th century townhouse forming part of a strong townscape composition lining the north side of Kew Green. Its special architectural and historic interest manifests itself from the buildings age and in illustrating the development of Kew as an affluent residential suburb during the 18 th and 19 th centuries.	Medium	Medium
8	Ada Villa	II	A mid-18 th century residential building forming an important element of the early development of Kew Green. The building retains a number of historic features which contribute to its special architectural and historic interest.	Medium	Medium
9	71, Kew Green	II	A fine example of a late-18 th /early-19 th century house forming part of the townscape composition addressing the north side of Kew Green. The exterior of the building has been subject to little alteration and thus retains its original Georgian character, contributing to its overall special interest.	Medium	Medium
10	Danebury House	II	A late-18 th century property constructed by Thomas Howlett, forming part of the Howlett Warren Estate. The building is of special architectural and historic interest in its own right, which by virtue of its immediate setting contributes to the character and strong townscape composition lining the north side of Kew Green.	Medium	Medium
11	77, Kew Green	II	An 18 th century townhouse in a Georgian style, listed for both its architectural and historic interest. Although comprising some later additions, most notably its uppermost storey, the building retains many architectural features of note and also demonstrates the historic development of Kew as an affluent residential suburb.	Medium	Medium
12	Capel House	II	An early-18 th century residential property of special architectural and historic interest in its own right, which by virtue of its immediate setting contributes to the surrounding historic townscape of Kew Green. It stands as an example of the high-end historic residential development that took place within the area.	Medium	Medium
Group 2: Kew Green East					
13	98 – 106, Kew Road	II	An early-19 th century terrace which forms part of an attractive composition on the north side of Kew Green. The special architectural and historic interest principally derives from their group value and consistent townscape composition which has unity and consistency with a homogeneous appearance.	Medium	Medium

Key	Name, Address	Grade	Summary Statement of Significance	Level of Significance	Sensitivity to Change
14	90 and 96, Kew Green	II	A good example of an early-19 th century terraced group which retain much of their original appearance. The special architectural and historic interest is partially derived from their group value.	Medium	Medium
15	62 and 64, Kew Road	II	A pair of early-19 th century cottages which retain much of their original appearance. The buildings demonstrate the role that the buildings played in the development of Kew and are illustrative of the changing patterns of domestic life.	Medium	Medium
16	52 – 56, Kew Green	II	A row of 18 th century cottages which share a common appearance through materials and pattern of fenestration. The buildings retain much of their original appearance and illustrate the ways in which residential occupation has change over the years.	Medium	Medium

Group 3: Strand on the Green

17	Carlton House	II	An early-18 th century riverside property of architectural note and status. The building retains a number of original Georgian features, affording the building historic and architectural interest as an early-18 th century domestic building. The building contributes strongly to the character and appearance of the conservation area and forms an architecturally impressive frontage to the River Thames.	Medium	Medium
18	66 and 67, Strand on the Green	II	A pair of early-18 th century riverside properties comprising identical facades and impressive Georgian architectural features. Their quality contributes to the wider group of buildings along the river frontage which forms a decorative and appealing residential townscape.	Medium	Medium
19	Magnolia House	II	A Georgian style residential property of architectural interest being a fine example of early-19 th century domestic architecture. As well as its architectural interest, the building demonstrates the continued development of Strand-On-The-Green during the 18 th and 19 th centuries.	Medium	Medium
20	Compass House	II	An early-18 th century domestic riverside property comprising an interesting riverside composition, with external staircase accessing upper storeys as a precaution for flooding. The property was the home of Harry George Webb, painter, engraver and printer in the early-20 th century.	Medium	Medium

Key	Name, Address	Grade	Summary Statement of Significance	Level of Significance	Sensitivity to Change
21	Ships Cottage	II	An 18 th century ancillary cottage, historically associated with Old Ships House to the south. The building is simple in form and helps illustrate the historic development of the Strand-On-The-Green area.	Medium	Medium
22	Old Ship House	II	A good example of a late-18 th century residential property, constructed from stock brick with stucco to ground floor level. The significance of Old Ship House also derives from its association with Professor George Morrison Carstairs (1916-1991), a British psychiatrist, anthropologist and academic, who coined the phrase, 'Charity is more important than chastity'.	Medium	Medium
23	Clayton House, Mucklow House, Naylar House, Oliver House & River House	II	A group of five Georgian terraced properties constructed in the late-18 th century. The group are a fine example of a Georgian terrace which retains many of its original period features. Their presentation and grandeur enhance the quality of the riverside promenade of Strand-On-The-Green.	Medium	Medium
24	50, Strand on the Green	II	No. 50 is a good example of an early-18 th century riverside property. The building retains much of its original architectural features to its exterior which add to its evidential and aesthetic significance.	Medium	Medium
25	49, Strand on the Green	II	A reconstruction of a former early-19 th century residential property, rebuilt by Philip Edward OBE after significant bomb damage from a landmine during World War I. The building is an example of the continued development within the area.	Medium	Medium
26	Picton House & railings to Picton House	II	A good example of a uniformed Georgian residential building. The domestic building has both architectural and historic interest derived from a number of original architectural features and its historic association with Mary Buffar.	Medium	Medium
27	Wistaria House	II	Wistaria House is age as a good example of an 18th century residential property in a typically Georgian Style. The building was once owned by the Port of London Authority, the Thames Conservancy and earlier, the corporation of the City of London, as the residence of their local foreman.	Medium	Medium
28	46 and 47, Strand on the Green	II	Originally a group of warehouses and malthouses, the buildings were the historic works of Ailsa Craig, an engineering company, that among other things pioneered detachable, or outboard, motors in the early part of the 20th century. The company manufactured items for the war effort and it is believed that this was the reason the Luftwaffe bombe Strand on the Green.	Medium	Medium

Table 4.6 Summary Statements of Significance: Locally Listed Buildings.

Key	Name, Address	Summary Statement of Significance	Level of Significance	Sensitivity to Change
1	The Gunnersbury (formerly the John Bull Public House)	The building forms a non-designated heritage asset. It is a mid-late-19th century public house of local architectural and historic interest. It was erected to serve passing trade associated with the construction of Gunnersbury suburb and railway station at the junction with the Chiswick High Road (former turnpike/toll road). It is one of the earliest buildings within Thorney Hedge Conservation Area, forming part of an initial phase of historic development on the Chiswick High Road that can be differentiated from later residential phases to the north.	Low	Low

Assessment of Effects

Demolition and Construction

- 4.9 The submitted HTVIA highlighted that the effects during construction and demolition arise from the presence of tower cranes, site hoardings and the activity associated with the demolition of the existing building and construction of the Proposed Development. These demolition and construction works would be temporary and would lessen as the construction programme progresses. Such effects are also inevitable and expected in urban environments which undergo change and redevelopment. Accordingly, the demolition and construction effects of the Proposed Development would be temporary, indirect and in the short term. The effect would be a minor magnitude of effect on assets of medium significance. As a result, the overall effect would be minor adverse.

Once the Development is Fully Operational

Listed Buildings

- 4.10 The following assessments of significance are based on the methodology set out in the submitted HTVIA and the assessments of significance undertaken in Appendix 1 of this document. The following section provides an assessment of the Proposed Development for the purposes of the Environmental Statement but also the Heritage Statement.

Group 1: Kew Green West

- 4.11 Listed building Group 1: Kew Green West, is situated within the western extent of Kew Green and forms an important collection of buildings which form an enclosure to its north side. The significance of the listed buildings is in part derived from their principal frontages which collectively form a good quality townscape composition. The extended setting of the listed buildings is formed of Kew Green which contributes to their special interest as best appreciated in views from the various footpaths looking northwards towards the buildings. View 22 of the HTVIA illustrates the degree of visibility of the Proposed Development from Kew Green and illustrates that only a small element of the new development will be visible above the roofline of two of the listed buildings. The Proposed Development will read as a subservient background element in views towards the heritage assets and its brick appearance will fit with the residential character and materiality of the listed buildings. The Proposed Development will read as part of the wider extended urban environment to the north of the listed buildings with other taller consented and constructed buildings breaking the roofline of the listed buildings, as illustrated within the cumulative view 22. Importantly, due to the distance between the listed buildings and the Proposed Development, the visual dominance of the group will remain within these key views and will not affect one's appreciation of the 18th and 19th century appearance and form of the buildings.
- 4.12 For the purposes of the **Heritage Statement**, the application proposals will, in accordance with the statutory duty, preserve the significance of the listed buildings in group 1: Kew Green West, both in terms of their individual special interest and group value, in accordance with the statutory duty of the Planning (Listed Buildings and Conservation Areas) Act 1990, national and local policy.

- 4.13 For the purposes of the **Environmental Statement**, the Proposed Development will have a minor change to the medium significance of the listed buildings. These heritage assets have a medium sensitivity to change and the effect of the Proposed Development at completion stage will be indirect and permanent. Accordingly, the magnitude of the impact of the Proposed Development on the designated heritage assets will be minor. The significance of the listed buildings will be preserved and thus the overall effect will be neutral. Taking consideration of all mitigation measures, in overall terms, the residual effect of the Proposed Development would be minor neutral.

Group 3: Kew Green East

- 4.14 This group of listed buildings sits on the north side of Kew Green and are listed, in part, for their group value. View 20 of the HTVIA illustrates the degree of visibility of the Proposed Development from Kew Green and illustrates that only the uppermost part of the tallest building is visible above the ridge line of the listed buildings on the northern side of Kew Green. The building is of a brick appearance which fits within the materiality of the other buildings in the view and reinforces the residential nature of the proposals. The Proposed Development will only be visible from the extended setting where there is a high degree of interposing mature vegetation. The distance between the listed building and the Proposed Development from Kew Green will ensure that the listed buildings will remain dominant in the view and their significance will not be affected.
- 4.15 For the purposes of the **Heritage Statement**, the application proposals will, in accordance with the statutory duty, preserve the significance of the listed buildings that form part Group 3: Kew Green East.
- 4.16 For the purposes of the **Environmental Statement**, the Proposed Development will have a minor change on assets of a medium level of significance. These assets have a medium sensitivity to change. The effect of the Proposed Development upon Completion of the Development will be indirect and permanent. Accordingly, the magnitude of effect of the Proposed Development on the heritage assets will be minor. As the significance of the listed buildings will be preserved, the overall effect will be neutral. Overall, the residual effect will be minor neutral.

Group 4: Strand on the Green

- 4.15 This group of grade II statutory listed buildings are located between c.500-750m to the south-west of the study site within the Strand-On-The-Green Conservation Area. The immediate and wider setting of these statutory listed buildings contributes to their significance and is best experienced from the towpath on the northern bank of the river. From here, their historic association with the river and their group value with surrounding historic structures and features is best appreciated. Notably, the proposals will remain unappreciable from here, ensuring that the proposals will preserve the significance of the listed buildings.
- 4.16 As shown in view 23 of the HTVIA, the proposals will be appreciable in views across Strand-On-The-Green Conservation Area from the south side of the Thames (which includes the group of grade II statutory listed buildings fronting the north side of the river). The proposals will form the eastern edge of a group of existing and approved tall buildings to the north of the conservation area - all of which fall within the vicinity of the Site. The proposals will sit comfortably within this existing and emerging tall building context, which currently forms part of the extended setting of the statutory listed buildings running along the northern

edge of the river. As part of the extended setting, the proposal will have an indirect impact on the statutory listed buildings, largely by compounding the existing and emerging tall buildings context evident in the background of views across the river from the south.

- 4.17 The existing tall building context visible in panoramic views across this section of the river includes: Rivers House (c.9 storey mid-20th century office block converted for residential use, located on Kew Bridge Road); Vantage London (c.12 storeys on the north side of the Great West Road); and the BSI Building (c.18 storeys/60m high located directly north of Gunnersbury Station and forming No.389 Chiswick High Road).
- 4.18 Tall buildings are a prominent feature within the extended setting of the group of grade II statutory listed buildings fronting the north side of the river (see view 23 of the HTVIA). The proposals and their surrounding tall building context will continue to provide a juxtaposition in scale when experienced in tandem with those historic buildings of a more human scale within Strand-On-The-Green Conservation Area, of which the group of grade II statutory listed buildings are examples. This type of composite and layered view is not an uncommon feature of the area/or that of Greater London – it is typical of the way in which small scale historic areas of high architectural quality are experienced, often as part of the foreground of wider cityscape views, increasingly including taller buildings. This is also an area which has been identified as an Opportunity Area where there is expected to be an increase in height with an intensification of development.
- 4.19 The significance, character and appearance of the group of grade II statutory listed buildings will remain appreciable in this view as a result of the proposal. The proposal will be visible within the existing and emerging tall building context, forming part of the extended setting of these statutory listed buildings. For the purposes of the **Heritage Statement**, the significance of the heritage assets will be preserved.
- 4.17 For the purposes of the **Environmental Statement**, the Proposed Development will have a minor change on assets of a medium level of significance. These assets have a medium sensitivity to change. The effect of the Proposed Development upon Completion of the Development will be indirect and permanent. Accordingly, the overall effect of the Proposed Development on the heritage assets will be minor. As the significance of the listed buildings will be preserved, the effect will be neutral. Overall, the residual effect will be minor neutral.

Locally Listed Buildings

- 4.20 The application site is located c.575m to the west of the locally listed building (The Gunnersbury PH). The building sits at the south-eastern edge of the Thorney Hedge Conservation Area. Due to its location and the presence of intervening deciduous tree cover/development, the latter of which includes the elevated section of the M4, the site remains physically and visually dislocated from the building in all but the winter months. During the winter periods the intervening deciduous tree cover dissipates, unveiling very limited glimpses towards the vicinity of the study site. These seasonal glimpses form part of the extended setting of the building, although offer no contribution to its significance. As shown by view 8 of the HTVIA, the proposals will not be visible during leaf bearing months, however, may become visible within the context of existing tall buildings as the seasons progress. For the purposes of the **Heritage Statement**, the localised significance of the building will be preserved.

- 4.18 For the purposes of the **Environmental Statement**, the Proposed Development will have a minor change on assets of a low level of significance. These assets have a medium sensitivity to change. The effect of the Proposed Development upon Completion of the Development will be indirect and permanent. Accordingly, the overall effect of the Proposed Development on the heritage assets will be minor. As the significance of the listed buildings will be preserved, the effect will be neutral. Overall, the residual effect will be minor neutral.

Cumulative Effects

- 4.19 When the Development is considered alongside the identified cumulative schemes, the assessment of effects would remain unchanged from that within the submitted HTVIA.

Asset/Receptor			Level of Significance	Sensitivity to Change	Magnitude of Impact	Direct/Indirect	Temporary/Permanent	Residual effect (incorporating any mitigation and monitoring)
Demolition and Construction								
All heritage assets			High-low	Low	Moderate-minor	Indirect	Temporary	Moderate-minor adverse
Completed Development								
Listed Buildings								
1	West Stable in Gunnersbury Park	II	Medium	Low	Minor	Indirect	Permanent	Minor neutral
Group 1: Kew Green West								
2	The Herbarium, and front railings and gates	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
3	Hanover House with attached railings	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
4	59 and 61, Kew Green	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
5	63, Kew Green	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
6	Warden House with attached railings	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
7	White House	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
8	Ada Villa	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
9	71, Kew Green	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
10	Danebury House	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
11	77, Kew Green	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
12	Capel House	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
Group 2: Kew Green East								
13	98 – 106, Kew Road	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
14	90 and 96, Kew Green	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
15	62 and 64, Kew Road	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
16	52 – 56, Kew Green	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
Group 3: Strand on the Green								
17	Carlton House	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
18	66 and 67, Strand on the Green	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
19	Magnolia House	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral

Asset/Receptor			Level of Significance	Sensitivity to Change	Magnitude of Impact	Direct/Indirect	Temporary/Permanent	Residual effect (incorporating any mitigation and monitoring)
20	Compass House	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
21	Ships Cottage	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
22	Old Ship House	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
23	Clayton House, Mucklow House, Naylar House, Oliver House & River House	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
24	50, Strand on the Green	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
25	49, Strand on the Green	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
26	Picton House & railings to Picton House	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
27	Wistaria House	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
28	46 and 47, Strand on the Green	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
Locally Listed Buildings								
1	The Gunnersbury (formerly the John Bull Public House)	n/a	Low	Low	Minor	Indirect	Permanent	Minor neutral
Cumulative								
1	West Stable in Gunnersbury Park	II	Medium	Low	Minor	Indirect	Permanent	Minor neutral
Group 1: Kew Green West								
2	The Herbarium, and front railings and gates	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
3	Hanover House with attached railings	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
4	59 and 61, Kew Green	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
5	63, Kew Green	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
6	Warden House with attached railings	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
7	White House	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
8	Ada Villa	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
9	71, Kew Green	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
10	Danebury House	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
11	77, Kew Green	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
12	Capel House	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
Group 2: Kew Green East								
13	98 – 106, Kew Road	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral

Asset/Receptor			Level of Significance	Sensitivity to Change	Magnitude of Impact	Direct/Indirect	Temporary/Permanent	Residual effect (incorporating any mitigation and monitoring)
14	90 and 96, Kew Green	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
15	62 and 64, Kew Road	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
16	52 – 56, Kew Green	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
Group 3: Strand on the Green								
17	Carlton House	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
18	66 and 67, Strand on the Green	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
19	Magnolia House	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
20	Compass House	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
21	Ships Cottage	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
22	Old Ship House	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
23	Clayton House, Mucklow House, Naylar House, Oliver House & River House	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
24	50, Strand on the Green	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
25	49, Strand on the Green	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
26	Picton House & railings to Picton House	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
27	Wistaria House	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
28	46 and 47, Strand on the Green	II	Medium	Medium	Minor	Indirect	Permanent	Minor neutral
Locally Listed Buildings								
1	The Gunnersbury (formerly the John Bull Public House)	n/a	Low	Low	Minor	Indirect	Permanent	Minor neutral

5 Townscape Considerations

- 5.1 The changes outlined in section 2 of this Addendum would be visible from a number of the Townscape Character Areas (as identified in figure 4.5 of the submitted HTVIA and which is reproduced below).

Extract from submitted HTVIA showing figure 4.5. Townscape Character Areas.

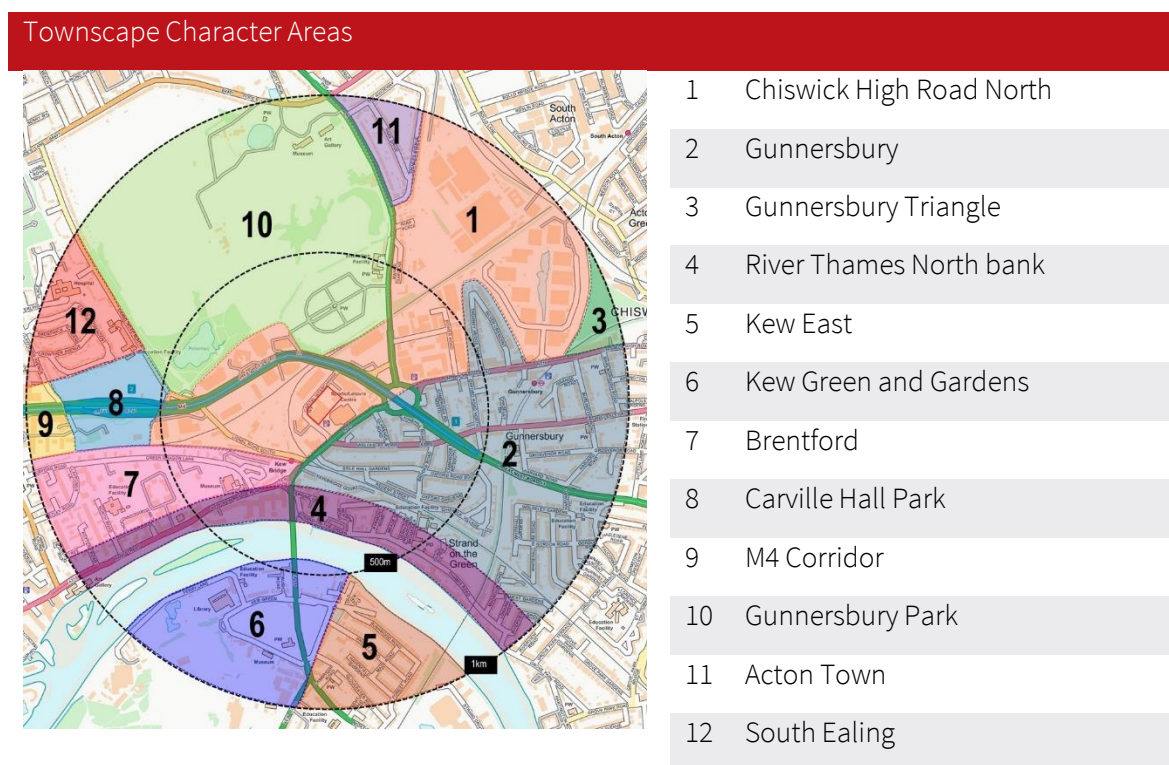


Table 5.1. Conclusions reached in the submitted HTVIA on the identified Townscape Character Areas.

Asset/Receptor		Demolition and Construction	Completed Development	Cumulative Effects
1	Chiswick High Road North	Moderate adverse	Moderate beneficial	Moderate-minor beneficial
2	Gunnersbury	Moderate adverse	Moderate/Minor beneficial	Moderate/Minor beneficial
3	Gunnersbury Triangle	None	None	None
4	River Thames North bank	Moderate/Minor adverse	Moderate/Minor neutral	Moderate/Minor neutral
5	Kew East	Moderate adverse	Moderate/Minor neutral	Moderate/Minor neutral
6	Kew Green and Gardens	Major/Moderate adverse	Moderate neutral	Moderate neutral

Asset/Receptor		Demolition and Construction	Completed Development	Cumulative Effects
7	Brentford	Moderate/Minor adverse	Moderate/Minor beneficial	Minor beneficial
8	Carville Hall Park	Moderate/Minor adverse	Minor neutral	Minor neutral
9	M4 Corridor	None	None	None
10	Gunnersbury Park	Moderate adverse	Moderate neutral	Minor neutral
11	Acton Town	None	None	None
12	South Ealing	None	None	None

Effects of Proposed Changes

- 5.2 The proposed amendments to the submitted scheme will be visible from the townscape character areas within the surrounding area. The accurate visualisation representations contained within Appendix 3 provide an illustration of the degree of change in the proposals from that submitted and now revised.
- 5.3 As the revised images illustrate, the changes are de minimis and whilst the building associated with Core E has increased in size, this will not affect the effects set out in the submitted HTVIA. The conclusions reached in the submitted HTVIA during Demolition and Construction, the Completed Development and Cumulative Effects therefore remain valid.

6 Visual Considerations

- 6.1 To inform the consideration of the scheme revisions, a series of accurate visual representations have been prepared to illustrate the changes between the submitted scheme and that now proposed. These are a selection of the previously submitted views and are identified in table 6.1. These views have been chosen to reflect the nature of the surrounding area which includes a number of heritage assets. These are considered to be a representative example of the submitted views which can be used to understand the effect on the wider viewpoints.

Table 6.1. Views prepared to illustrate effect of scheme revisions.

View No.	Name
15	Wellesley Road & South Circular Junction
20	South east side of Kew Green
22	South west side of Kew Green, west of St Anne's Church
23	Footpath south of Olivers Island
27	Footpath east of White Peaks Café, looking north, Royal Botanic Gardens, Kew
28	Kew Place (Third Floor)
29	The Hive, Royal Botanic Gardens, Kew
30	Crossroads within gardens, south east of Treehouse Towers Play Area, Royal Botanic Gardens, Kew
33	Chiswick Bridge

- 6.2 To aid comparison, the views included within this section show the scheme as currently proposed for the identified viewpoints. Views 15, 23 and 33 are full Accurate Visual Representations which provide a fully rendered image. The wireline images (views 20, 22, 27, 28, 29 and 30) show the scheme in an outline with the green outline showing the extent of the scheme, as revised. The submitted scheme is shown in an orange line. A side by side comparison of the submitted images and the revised images is included at Appendix 3.

View 15: Wellesley Road & South Circular Junction

- 6.3 View 15 is from the east of the site and is looking directly towards the Proposed Development. From this viewpoint, the extent of the Proposed Development is wholly visible. The changes to the proposals are discernible in this view, albeit that the additional height of core 3 is largely obscured by building 2. This additional height is not readily discernible and does not significantly affect the appearance of the Proposed Development. The other amendments to the scheme, which includes changes to gable ends are an improvement on the submitted scheme. The conclusions reached in the submitted HTVIA would not be affected by the revisions to the scheme and therefore remain valid.

View 20: South east side of Kew Green

- 6.4 From Kew Green, the Proposed Development appears behind the residential properties on the north side of the open space. As submitted, the uppermost parts of the three buildings would be visible. The brick nature of the buildings ensures that they will relate to the other buildings in the view but will also be seen as a discrete element which retains the buildings fronting the Green as visually dominant elements. The additional height of the Proposed Development will be seen from Kew Green and will have a small increase in the amount of development visible. The additional height (which is a small addition) will not affect the conclusions reached in the submitted HTVIA.

View 22: South west side of Kew Green, west of St Anne's Church

- 6.5 This view is taken from the south west side of Kew Green, an area of open space that is laid out as informal play space. As submitted, the Proposed Development would be visible behind the buildings which form the northern enclosure to the open space. Given the orientation of the view and the distance between the viewing place and the Proposed Development, only two of the buildings would be visible. The additional height to core 3 would be visible behind the buildings on the northern side of the open space, but the minor addition of height would not be discernible over the distance between the viewing place and the Proposed Development. The effect of the Proposed Development, with the proposed revisions, would not change from that in the submitted HTVIA.

View 23: Footpath south of Olivers Island

- 6.6 The additional two storeys of development on core 3 would be visible from the south bank of the River Thames in this view. The distance between the viewing location and the Proposed Development would limit any potential effects arising from the additional height. The composition of the development would remain as an interesting addition to the skyline and would signify the location of Brentford and responds to the emerging Opportunity Area where there is an expectation of increasing heights of development. The additional height, whilst visible, would not affect the conclusions reached in the submitted HTVIA.

View 27: Footpath east of White Peaks Café, looking north, Royal Botanic Gardens, Kew

- 6.7 From within the Royal Botanic Gardens, Kew (a World Heritage Site, conservation area, Registered Park and Garden of Historic Interest and also containing a number of listed buildings), the Proposed Development, with the additional height to core 3 would remain obscured from view by the surrounding mature vegetation. The conclusions of the submitted HTVIA would not be affected.

View 28: Kew Place (Third Floor)

- 6.8 As shown in view 28, the revised massing would be obscured from view by mature vegetation which sits at the edge of the Royal Botanic Gardens. A small proportion of the Proposed Development would be visible, but this would, given the distances involved between the viewing location and the Proposed Development would not be a discernible element and would not affect the ability to appreciate the Outstanding Universal Value of the World Heritage Site. As a result, the conclusions of the submitted HTVIA remain valid.

View 29: The Hive, Royal Botanic Gardens, Kew

- 6.9 The Hive within the Royal Botanic Gardens is an elevated part of the gardens, albeit that from this area, visitors are walking towards a visitor attraction which is the focal point of moving through the space. From the elevated position, the revised massing of the Proposed Development would be obscured by mature vegetation at the edge of the Park. The conclusions of the submitted HTVIA would therefore remain valid.

View 30: Crossroads within gardens, south east of Treehouse Towers Play Area, Royal Botanic Gardens, Kew

- 6.10 View 30 is from an area of open space and looking towards the grade I listed Orangery. The revised massing would be largely obscured by mature vegetation at the edge of the Royal Botanic Gardens albeit that there are likely to be some minor glimpsed views during winter months through the tree canopy. This is one view within the Gardens whereas there is a kinetic experience moving through the open space and towards the listed building. In such views, the Proposed Development is distance from the listed building. As such, the conclusions of the submitted HTVIA would remain valid.

View 33: Chiswick Bridge

- 6.11 From Chiswick Bridge, the Proposed Development is seen at the bend in the River Thames and signifies the location of the Brentford area. The amendments to the height of the building would be discernible but over the significant distance between the viewing location and the Proposed Development, any such changes would not affect the conclusions reached in the submitted HTVIA.

Summary

- 6.12 In considering the effect of the revisions to the Proposed Development, and by considering the effect on some of the views of a medium sensitivity to change, it is concluded that the revisions to the Proposed Development do not affect the conclusions reached in the submitted HTVIA.

Appendix 1. Listed Buildings Proformas

1	West Stable in Gunnersbury Park	Grade	II
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Designated 21st May 1973

List Description Stables. Early C19, remodelled 1836 by Sydney Smirke for Nathan Rothschild; remains of Gothic sham to rear built 1837-40 by William Fuller Pocock for Thomas Farmer of Gunnersbury House. Stucco over brick; hipped slate roofs; stuccoed brick ridge stacks. L-plan with front-left wing. Italianate style. 2 storeys; 8-window range to front and 2-window range to wing on left. Rusticated bay to left of centre, with round window over semi-circular arched doorway, surmounted by pedimented bell-tower. Square-headed 2-light first-floor windows over semi-circular arched doorway and lunettes to left and garage/coach house doors to right; rusticated end bay to right has blind oval window set above semi-circular arched doorway; canted bay to right gable end. No interior features of interest. Subsidiary features: Gothic-style rear elevation, with each buttressed bay having group of 3 blind lancets over blind pointed arch: built as Gothic folly in order to hide view of stables from Gunnersbury House.

Photograph



Significance

Architectural Interest

Owing to the various owners and architects associated with the Park, there is a clear demonstration of fashions in design, popularity of garden buildings and follies, and the architectural styles which were used at various points in history. This results in a rich and varied architectural landscape. The buildings and garden landscaping were influenced by a number of 18th century and 19th century architectural styles and landscaping genres. In this way, the Park acts as a visual reference scale for changing design tastes.

Located to the south of the Japanese Garden are the West Stables, constructed during the early-19th century and remodelled in 1836 by Sidney Smirke for Nathan Rothschild. The architectural interest of the stable block lies in its external elevations which are in the Italianate style with remains of Gothic-style to the rear elevation. The rear elevation was built by William Fuller Pocock for Thomas Farmer of Gunnersbury House in 1837 as a folly to hide view of stables from Gunnersbury House. The West Stables comprises stucco over a brick construction, is over two storeys and features a rusticated bay left of centre with a semi-circular arched doorway which is surmounted by a pedimented bell tower, 4 square

1	West Stable in Gunnersbury Park	Grade	II
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headed window openings to the first floor, a rusticated bay right of centre with blind oval window set above semi-circular arched doorway and a canted bay to the gable end.

Historic Interest	<p>During the Middle Ages, the area in which Gunnersbury Park is situated was, an estate owned by the bishops of London and part of the Manor of Fulham. By the mid-17th century, the estate had been purchased Sir John Maynard who engaged architect John Webb to build a new manor within the grounds. Webb, a pupil and relative of Inigo Jones, constructed a compact Palladian villa, c.1658-63, which was situated between the two existing houses.</p> <p>In 1739, the Gunnersbury estate was subsequently purchased by art collector, Henry Furness MP. During this time, the house and its grounds were altered and enlarged. Subsequent improvements were undertaken by Princess Amelia who purchased Gunnersbury Park 1761. Following the death of the Princess in 1786, the estate went through a number of successive ownerships before the property was purchased by John Morley in 1800 who demolished the Palladian villa and divided the estate into 13 lots with a view to development.</p> <p>In 1802, Alexander Copland, who was a partner in Henry Holland’s building firm, purchased most of the estate whilst Stephen Cosser purchased the remainder. Copland constructed a large mansion house (Gunnersbury Park) and Cosser constructed a smaller mansion (Gunnersbury House) to the east. At this time a wall was built between the two houses.</p> <p>By 1835, the Gunnersbury Park estate was purchased by Nathan Mayer Rothschild who immediately embarked upon improving his estate. A number of buildings within the estate were constructed at this time by Sydney Smirke. The Rothschild family reunited the estate in 1889 when they acquired the small mansion and associated land, and continued to occupy the estate until 1925. During this time, the family continued to improve the estate and Gunnersbury became renowned for its horticultural excellence.</p> <p>The historic interest of the Park, inclusive of its listed buildings, lies predominantly in its far reaching historic associations and its documented past. There have been several ownerships and changing of hands of the estate throughout its history, including the division and re-unification of some areas of land. This has led to a complexity of historical development as well as associations with numerous important architects and owners.</p>
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West Stable in Gunnersbury Park

Assessment of setting of listed buildings

The listed buildings within the Gunnersbury Park Registered Park and Garden are largely set within a landscape which has been consciously designed to enhance their presence and visual interest. Their wider setting comprises open parkland, the perimeter of which, is largely bound by mature trees and shrubs as well as tall brick walls and gatehouses which separate it visually from beyond the park boundary.

The listed buildings within the park are largely experienced within the context of open parkland, providing the historic context for the historic structures. The perimeter of the parkland is, in part, bound by mature trees and shrubs as well as tall brick walls and gatehouses which give a sense of enclosure from within the park. The dense tree canopy restricts views out of the park, whilst the open nature of the parkland enables an appreciation of the designed landscape throughout the park.

The listed buildings within Gunnersbury Park form part of a formal landscape with its origins in the 17th century dating through to the 20th century. Whilst the buildings and structures can be divided into discrete phases of development, they have been reused and adapted. Accordingly, they are interlinked and share an associative relationship with one another.

Group 1: Kew Green West

Comprising:

- The Herbarium, and front railings and gates
- Hanover House with attached railings
- 59 and 61, Kew Green
- 63, Kew Green
- Warden House with attached railings
- White House
- Ada Villa
- 71, Kew Green
- Danebury House
- 77, Kew Green
- Capel House

2	The Herbarium, and front railings and gates	Grade	II
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Designated 10th January 1950

List Description GV II C18 house extended for use as Herbarium in 1877, 1902 and 1932. Three storeys, seven bays wide (1:5:1) with projecting ends. Parapeted, brick-faced front with dentil cornice at second floor level. Central, pedimented Ionic doorcase. Interior not seen. Cast-iron gates and railings with spearhead finials.

Photograph




Significance

Architectural Interest

The Herbarium is of architectural interest as a good example of a mid-18th century former large house located close to the entrance to the Royal Botanical Gardens at Kew. Despite its conversion to an herbarium in the late-19th century, the building retains its original character externally along with finely detailed features. The original main part of the three storey building forms a strong symmetrical composition consisting of seven regularly spaced bays, the two outer bays partially projecting forwards of the building line. The building is constructed of yellow stock brick with red brick detailing surrounding the window openings and to the corners of the outer bays. It is terminated by a simple parapet with a prominent dentil cornice separating the first and second floors. The building is entered via a prominent central Ionic doorcase, accessed via steps. The building features a series of regularly spaced timber sash windows which continue within the later extensions to the west, forming an attractive townscape composition. Interior has been heavily altered to allow for large open spaces accessed by metal galleries to each floor.

2	The Herbarium, and front railings and gates	Grade	II
Historic Interest	<p>The historic interest of the listed building derives from its age, being constructed in the 18th century originally as a large house and thus illustrating the key mid-18th century residential development of this part of Kew following the increase in royal interest in Kew and Richmond. The development of the area as a high status residential suburb was also inspired by the construction of Kew Bridge in the latter part of the 18th century. The building's conversion in the 19th century is also of historic interest, illustrating the significant importance of the Royal Botanical Gardens as a centre of botany and plant science. The interior alterations to the building form an important early example of building conversion, specifically tailored for the storage and cataloguing of preserved plants. Later alterations associated with the building's botanical use are also of interest, illustrating the changing botany requirements and technological advances in terms of conditions and environment for the storage of plants.</p>		

3	Hanover House with attached railings and gates	Grade	II
Designated	10 th January 1950		
List Description	C18 house. Three storeys, 2 blocks of 2 and 5 windows width. Brick-faced, parapeted front. Cast-iron garden rails with spearhead finials. Interior not seen.		
Photograph			
Significance			
Architectural Interest	<p>An important intact example of a former 18th century house which, despite its conversion as part of the extension of the Herbarium, retains its original domestic character and fine detailing externally. The building is formed of three storeys with a taller two bay block to the west and a further five storey block to the east. The building is constructed of brown stock brick with a mixture of yellow and red stock brick dressings. The windows to the east block features moulded exposed timber surrounds typical of the period, with original timber sash windows, while the two bay block features surrounds which are recessed behind the brickwork, reflecting its later date. The building is terminated by a simple parapet and flanked by an attractive row of spear head railings running along the south boundary, adding to the attractive 18th century composition.</p>		
Historic Interest	<p>The historic interest of the listed building derives from its age, being constructed in the 18th century originally as a large house and thus illustrating the key mid-18th century residential development of this part of Kew following the increase in royal interest in Kew and Richmond. The development of the area as a high status residential suburb was also inspired by the construction of Kew Bridge in the latter part of the 18th century. the building was originally formed of two houses but converted to a single dwelling sometime in the 18th century. The building is also of interest for its association with the King of Hanover, Ernest Duke of Cumberland who resided at the property between 1830 and 1831.</p>		

4	59 and 61, Kew Green	Grade	II
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Designated	10 th January 1950
List Description	Pair of later C18 houses. Three storeys with basements and attics. No 59 has full height, 3 window canted bay front. No 61 is 3 windows wide. Brown brick parapeted front. Slated roofs with 2 dormers each. No 61 has stuccoed doorcase and first floor balcony.

Photograph	
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Significance	
Architectural Interest	A good quality example of a pair of mid-18th century town houses which retain their original character and detailing externally. The interior of the building has been subject to change and thus the architectural interest is principally manifested in the high quality 18th century façade. The building is of brown brick with simple Georgian detailing - no. 59 (formerly Ebor House) being formed of a three-window canted bay frontage overlooking Kew Green, while no. 61 (Abingdon House) is formed of a three-bay block attached to the east. Key features include the ornate first floor balcony, the stuccoed doorcase to no. 61 and the full height double doors to the first floors.
Historic Interest	The building is of historic interest forming part of a key historic development phase of Kew as a high status residential suburb following the arrival of Kew Bridge which linked the area with Brentford to the north. The building forms one of a number of large residences located on the north side of the Green which were constructed in response to the increased royal presence in the area associated with Kew Palace and its Botanic gardens to the west.

5	63, Kew Green	Grade	II
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Designated 10th January 1950

List Description C18 house. Four storeys. Three windows. C19 rendered parapeted front. Doric open-pedimented doorcase. Modern small-paned shop window. First floor "Gothick" balcony.

Photograph



Significance

Architectural Interest A good quality representative example of an 18th century substantial four storey town house located on the north side of Kew Green. The exterior of the property has been subject to a number of changes including the insertion of a ground floor timber framed shop front and modern double doors at first floor level however the form and character of the building has been retained, including key features such as the Doric open pedimented doorcase with fanlight. Forms part of a strong townscape composition of 18th and 19th century buildings which frame the north side of Kew Green.

Historic Interest The building is of historic interest forming part of the historic development of Kew as a high status residential suburb following the arrival of Kew Bridge which linked the area with Brentford to the north. The building forms one of a number of large residences located on the north side of the Green which were also constructed in response to the increased royal presence in the area associated with Kew Palace and its Botanic gardens to the west.

6	Warden House with attached railings	Grade	II
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Designated 10th January 1950

List Description C18 house. Three storeys. Two windows wide with narrow, slightly recessed bay to left. Brown brick parapeted front. Two doorways. One on each side. Left-hand door in recessed side bay. This bay has oeil de boeuf windows above. Iron window-guards and boundary railings.

Photograph




Significance

Architectural Interest

The architectural interest of the listed building is derived from it forming a good quality example of a mid-18th century townhouse featuring many original features. The brown stock building is of a Classical style that is typical of the period, being formed of three storeys and terminated by a simple parapet with slate M-shaped roof. It is two bays wide and features six over six pane sashes to each floor with yellow brick segmental arches above. The first-floor windows retain their timber window aprons. To the left is a further partially recessed bay connecting no. 63 with secondary entrance, which features an interesting arrangement of small oval or oeil de boeuf windows. Forms part of a strong townscape composition of 18th and 19th century buildings which frame the north side of Kew Green.

6	Warden House with attached railings	Grade	II
Historic Interest	The building is of historic interest forming part of the historic development of Kew as a high status residential suburb following the arrival of Kew Bridge which linked the area with Brentford to the north. The building forms one of a number of large residences located on the north side of the Green which were also constructed in response to the increased royal presence in the area associated with Kew Palace and its Botanic gardens to the west.		

7	White House	Grade	II
Designated	10 th January 1950		
List Description	Early C19 house. Three storeys. Two windows. Stuccoed parapeted front. Trellis balcony at first floor level with tented canopy. Arched entrance.		
Photograph			
Significance			
Architectural Interest	A good quality early 19 th century townhouse forming part of a strong townscape composition lining the north side of Kew Green. The building forms a number of fine details to its exterior which provide a picturesque appearance, the most notable being the first-floor balcony with slate canopy with ornate ironwork. This sits above a single box bay window at ground floor level and arched entrance door with intricate fanlight. Further ornate ironwork features at second floor level, below the windows.		
Historic Interest	The building's historic interest derives from its age, illustrating the development of Kew as an affluent residential suburb in the 18 th and 19 th century due to its proximity to the Royal residence within the botanic gardens and the River Thames.		


8	Ada Villa	Grade	II
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Designated	10 th January 1950
List Description	Mid C18 house. Three storeys. Five windows. Brick parapeted front. Slate roof. Central Doric doorway flanked with 2-storey canted, 3-window bays.


Photograph	
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Significance	
Architectural Interest	The large double fronted three storey house retaining its original mid-18 th century appearance and features. The building features a pair of two storey canted bays with three sash windows, flanking a central bay with large stone Doric entrance. Constructed of brown stock brick, the building is a high-quality example of the simple and restrained Classical style which became synonymous with the Georgian period. The building is bounded by iron railings surmounted on a brick wall along its south elevation, with an ornate entrance gate leading to the main entrance, which enhance its fine architectural qualities. The building forms a key element of a large townscape composition enclosing the north side of Kew Green.
Historic Interest	The building is of historic interest as forming an important element of the early development of Kew Green as an affluent residential suburb following the construction of the royal palace with Kew Gardens and the arrival of Kew Bridge which connected the area to the north side of the river Thames.

9	71, Kew Green	Grade	II
Designated	10 th January 1950		
List Description	Late C18/early C19 house. Two storeys and attic. Five bays (1:3:1) with centre 3, projecting slightly. Yellow brick front with stucco cornice and blocking course. Door and the window each side of it in round-arched recess, slated roof with 3 round- headed dormers.		
Photograph			
Significance			
Architectural Interest	A fine example of a late-18 th /early-19 th century large house set back from the street and forming part of the townscape composition addressing the north side of Kew Green. The building is one of the larger building on Kew Green being of three storeys and double fronted with a central three-bay, two-storey projection featuring a large arched central entrance, ornate fanlight and timber panelled entrance door. The exterior of the building has been subject to little alteration and thus retains its original restrained Georgian character with some quirky features, namely the round-headed dormers to the mansard storey which add visual interest to the façade.		
Historic Interest	The building's historic interest derives from its age, illustrating the development of Kew as an affluent residential suburb in the 18 th and 19 th century due to its proximity to the Royal residence within the botanic gardens and the River Thames.		

10	Danebury House	Grade	II
Designated	10 th January 1950		
List Description	Later C18 house. Three storeys. Three windows. Parapeted brown brick front. Doorway with elliptical-arched fanlight. First floor balcony with tented canopy.		
Photograph			
Significance			
Architectural Interest	The architectural interest of Danebury House derives from its age being a good example of a late-18 th century property of architectural status. Comprising of 3 storeys and 3 bays, the building retains many of its original features, for example its first floor balcony with tented canopy. Danebury House contributes to the architectural quality and character of the Kew Green Area.		
Historic Interest	The historic interest of Danebury House principally derives from its age as a late 18 th century residential property, constructed by Thomas Howlett, consolidating the Howlett Warren estate on Kew Green. The building has some historic associative interest stemming from its association with Thomas Newton, Bishop of Bristol.		

11	77, Kew Green	Grade	II
Designated	10 th January 1950		
List Description	C18 house. Originally a 2-storey, 3-bay house in brown brick with red dressings. Altered late C18/early C19 with addition of a third storey (with 2 windows only) and a 2-storey canted bay on the left. Entrance in 2-storey bay at side.		
Photograph			
Significance			
Architectural Interest	Although much altered, the architectural interest of No.77 Kew Green derives from its age being a good example of a 18 th century property of architectural note and status. The property comprises three storeys, with the third floor being a later addition, altered during the 19 th century. Its architectural interest also derives from it being a positive contributor to the surrounding townscape of Kew Green.		
Historic Interest	The historic interest of No. 77, Kew Green derives from it being a late-18 th century residential property of architectural note. The building demonstrates the historic development and adaptation of specific building through the 18 th and 19 th centuries.		

12	Capel House	Grade	II
Designated	10 th January 1950		
List Description	Early C18 house. Three storeys. Originally 5 windows wide. Two right-hand bays replaced with late C18 full-height, 3-window canted bay. Brown brick with red dressings modillion eaves cornice. Recessed panels beneath windows of original 3 bays. Brick with stone dressings and bell cupola with copper roof.		
Photograph			
Significance			
Architectural Interest	Constructed in the early-18 th century, the architectural interest of Capel House derives from it being a good example of a typical Georgian residential townhouse of architectural merit and grandeur. Comprising 3 storeys, the building is constructed of brown brick with red dressings, retaining a number of architectural features most notable of which are its large sash windows. Its architectural interest also contributes strongly to the character of the Kew Green area.		
Historic Interest	The historic interest of Capel House derives from its age and being an example of the rapid historic development Kew Green during the late-17 th and early-18 th century. The building has some historic associative interest, historically owned by Frederick Albert, a royal page, and its name derives from the Capel family who developed the exotic gardens of Kew Park.		

Group 1: Kew Green West

Assessment of setting of listed buildings

The listed buildings included in group 1 comprise a series of 18th and 19th century brick and rendered buildings which form a strong townscape composition, enclosing the north side of Kew Green. Most of the buildings form a continuous terraced arrangement and share a broadly similar building line. Some small spaces are maintained between some of the buildings, particularly to the west allowing some glimpsed views to the rear gardens and River Thames beyond.

The setting of the listed buildings comprises both their immediate and extended setting as well as the physical surroundings in which the assets are experienced. The immediate setting of the listed buildings comprises their individual tightly defined surroundings, forming their front and rear gardens. All the buildings are set back from the pavement edge and their southern boundary is defined by railings or brick walls, forming a strong sense of enclosure. Many of these front gardens feature soft landscaping which enhance the picturesque character of the listed buildings and add visual interest. The immediate setting is also defined by the large rear gardens, most of which extend northwards and form large attractive green space in which to experience the heritage assets.


The extended setting of the listed buildings is defined by the large open green space of Kew Green located to the south. This area allows views across the open space towards the listed group which form a commanding feature, enclosing the north side. The green form an important element of the listed buildings' setting, the buildings were all intentionally positioned along this important ancient space and allow the special architectural interest of their principal façades to be fully appreciated in views across the green. There is strong sense of enclosure and separation is enhanced due to the limited space between the buildings and views beyond, allowing the townscape composition of the listed group to be more greatly appreciated.


There are, however a number of urbanising features which serve to partially interrupt these views of the listed buildings. These include the appearance of modern taller development breaking the roofline of the buildings and forming background features, illustrating the highly changed wider urban surroundings to the north. Similarly, the heavily trafficked South Circular Road cutting across the Green to the east impacts on one's appreciation of the heritage assets, affecting the sense of tranquillity to the green space.


Group 3: Kew Green East


Comprising:

- 98 -106, Kew Road
- 90 and 96, Kew Green
- 62and 64, Kew Road
- 52-56 Kew Green

13	98-106, Kew Road	Grade	II
Designated	25 th June 1983		
List Description	Terrace of 5 early C19 houses. Yellow brick. Two storeys and mansard with dormers; each one bay wide, brick faced with slated roofs behind parapets. Square headed sash windows with gauged heads. Modern shop projection to No 106. Included partly for Group Value.		
Photograph			
Significance			
Architectural Interest	An example of a terrace of early-19 th century houses which remain in residential use and form part of an attractive composition on the north side of Kew Green. The interest of the terraced group is their group value in a consistent townscape composition to the street which has unity and consistency with a homogeneous appearance. The building has a highly formal composition with a regular pattern of fenestration to both ground, first and second floors.		
Historic Interest	Historic interest as a series of terraced properties which retain their residential use, and illustrate the changing way that we live in buildings.		

14	90 and 96, Kew Road, 90 and 96, Kew Green	Grade	II
Designated	19 th August 1980		
List Description	Terrace of 4 houses. No 96 with a stone tablet inscribed "Waterloo Place. 1816". Three storeys high, each 2 bays wide. Parapeted brick front. No 90 has single storey shop projection. Nos 90 and 92 have second floor cills lowered and No 96 has casements instead of sashes.		
Photograph			
Significance			
Architectural Interest	A terrace of four houses which date from the early-19 th century and retain much of their original appearance. They have a strong parapet line. Each house is over three storeys albeit that the left hand pair have three over three pane sash windows at second floor, whilst those on the right are of six over six sash windows. The houses are set back behind a small hard landscaped space. Partially listed for group value.		
Historic Interest	Illustrative of changing fashions of residential standards as well as evolving as a small retail unit.		

15	62 and 64, Kew Road, 62 and 64, Kew Green	Grade	II
Designated	13 th December 1974		
List Description	Early C19 cottages 2 storeys high, 2 bays wide each. Brick faced with slate roofs. No 64 is recessed with first floor trellis balcony. Originally a group of 3 cottages of which No 66 has recently been completely rebuilt.		
Photograph			
Significance			
Architectural Interest	A pair of early-19 th century cottages which retain much of their original appearance with a central trellis balcony. The cottages are three storeys with two bays set either side of the trellis balcony. Either side of the trellis balcony are two bay, three storey cottages with six over six pane sash windows. The left hand cottage has 3 over 3 pane sash windows to the second floor.		
Historic Interest	The historic interest of the cottages is derived from the role that the building played in the development of Kew and is illustrative of the changing patterns of domestic life.		

16	52-56, Kew Road, 52-56, Kew Green	Grade	II
Designated	25 th June 1983		
List Description	Row of 3 C18 cottages. Two storeys, 2 windows wide each. Yellow brick, tiled roof with dormers. Slightly recessed sash boxes to windows.		
Photograph			
Significance			
Architectural Interest	A row of 18 th century cottages which share a common appearance with materials and regular pattern of fenestration. The cottages retain much of their original appearance being set behind a small garden area between the rear of the pavement and each house front door. The building is partly listed due to their group value.		
Historic Interest	The historic interest of the cottages is derived from the way that they illustrate the ways in which residential occupation has changed over the years.		

Group 3: Kew Green East

Assessment of setting of listed buildings

The listed buildings included within group 3 comprise a series of similar buildings which have strong group value and form part of the northern side of Kew Green. They are in close proximity and share a degree of intervisibility.

The setting of the listed buildings comprises the immediate and extended setting as well as the physical surroundings the experience of the assets.


The immediate setting of the listed building comprises the immediate surroundings to each asset and includes the small areas of landscaping which sit behind the pavements and which provide small areas of planting. These allow mature planting to soften the appearance of each building and adds visual interest. The extended setting comprises Kew Green from where views are possible across the open space towards the heritage assets which form the northern boundary and help to enclose the open space. There are some views across Kew Green pond although these also include areas of surface car parking which introduce urbanising factors into the setting of the listed buildings. The surrounding road network has a notable influence on the setting of the listed building.

The buildings are experienced as part of Kew Green, enclosed by low scale residential buildings. Such buildings are of varying ages and appearance and demonstrate the ongoing development of the area. The buildings are typically experienced from the immediate areas outside of the assets from where their architectural detailing can be appreciated. There are longer terms views across the Green but these typically include mature planting which obscure trees. There is a strong connection between the green and the heritage assets forming part of the enclosure of the public open space. There is a strong awareness however of the dense urban surroundings with the heavily trafficked South Circular Road cutting through the Green with an awareness of it from the surroundings of the listed buildings.

Group 4: Strand on the Green

Comprising:

- Carlton House
- 66 and 67, Strand on the Green
- Magnolia House
- Compass House
- Ships Cottage
- Old Ship House
- Clayton House, Mucklow House, Naylar House, Oliver House, River House
- 50, Strand on the Green
- 49, Strand on the Green
- Picton House & railings to Picton House
- Wistaria House
- 46 and 47, Strand on the Green

17	Carlton House	Grade	II
Designated	11 th July 1951		
List Description	Early C18 now stucco. 3 storeys. 5 double-hung sashes with sills and architraves. Band over ground floor windows. Doorhood on moulded brackets. Left hand modern 3 window bay, on 1st floor, and on ground floor with door and steps. Former home of Air Chief Marshall Sir John Slessor.		
Photograph			
Significance			
Architectural Interest	<p>Now much altered and extended, Carlton House is a good example of a largely early-18th century riverside property of architectural note and status. The building consists of 3 storeys covering 5 bays, with each bay housing double hung sashes with sills and architraves. The furthestmost left-hand double storey bay window is a later addition, and does not contribute to the architectural interest of Carlton House. The building's architectural interest also contributes strongly to the character and appearance of Strand-on-The-Green Conservation Area, adding to an architecturally impressive frontage to the River Thames.</p>		
Historic Interest	<p>The original Georgian features of Carlton House date from the early-18th century, affording the building historic significance as an early-18th century riverside property. Its historical associative interest is derived from it being the former property of Air Chief Marshall, Sir John Slessor, a senior member of the Royal Air Force during World War I. Slessor went on to serve in the RAF's most senior post in World War II, Chief of the Air Staff, in the early 1950s. He is famed for writing 'Air Power and Armies' (1936), which examined the use of air power against targets on and off the battlefield.</p>		

18	66 and 67, Strand on the Green	Grade	II
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Designated 11th July 1951

List Description Early C18 pair of houses. No 66 brown brick with red dressings, No 67 now stucco. 3 storeys, 6 double-hung sashes, 2 dummy. No 66 in plain surrounds with cambered relieving arches, No 67 in architraves. Linked door hoods on brackets. Parapet. NMR.


Photograph



Significance

Architectural Interest Although comprising a number of alterations, No. 66 and 67 are good examples of impressive riverside properties of both status and architectural merit. The pair retain an early-18th century character and are identical in terms of appearance, forming a unified frontage to this section of Strand-On-The-Green. They comprise 3 storeys and each cover 3 bays. Two dummy windows are located at the centre of the buildings unified façade. Internally, No. 66 retains some of its original panelling and No. 67 has been carefully restored to be in-keeping with its 18th century characteristics. The architectural interest of the pair derives from their individual features, as well as their role within the wider group of buildings fronting the River Thames, forming a decorative and ornate residential townscape.

18	66 and 67, Strand on the Green	Grade	II
Historic Interest	No. 66 and 67, Strand on the Green are of historical interest as examples of early-18 th century riverside residences. Both buildings have historical associative interest for their connection with topographical artist Thomas Longcroft (1760-1811), the assistant and pupil of John Zoffany, who resided at no. 65 (Zoffany House). Further historical interest of both buildings stems from their association with Betsey Newman, the aunt of John Henry Newman, academic and clergyman, who lived in the property in c.1825.		

19	Magnolia House	Grade	II
Designated	11 th July 1951		
List Description	Early C19. Brown brick. 3 storeys. 3 double-hung sashes in flat arched reveals. 1st and 2nd floor bow on 2 cast iron columns, 1st floor central French window and good cast iron balconettes. 6-panel door with rectangular fan. Parapet.		
Photograph			
Significance			
Architectural Interest	A Georgian building, with its name stemming from the Magnolia tree planted within its front garden. The architectural interest of the house derives from its age and it being a good example of an early-19 th century residential riverside property. It is constructed from stock brick and comprises 3 storeys and 3 bays. The first and second floor elevation are bowed with 2 cast iron columns at ground floor level acting as supports for the upper storeys. Its architectural interest also contributes strongly to the character and appearance of Strand-on-The Green Conservation Area as well as forming an architecturally impressive frontage to the River Thames.		
Historic Interest	Dating from the early 1800s, Magnolia House's historic interest derives from it being an example of an early-19 th century riverside property of architectural note and status. The building takes its name from the Magnolia tree located within its own front garden and demonstrates the continued development of Strand-On-The-Green during the 19 th century.		

20	Compass House	Grade	II
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Designated	11 th July 1951
List Description	Late C18 or early C19. Channelled stucco. 3 storeys and basement. 2 double-hung sashes in reveals. Door with modern glass porch under 1st floor concrete balcony with iron railings. 9 stone steps up supported by cast iron columns, cast iron railings. 1st and 2nd floor bands, 2nd floor Venetian window. Parapet with central step up.


Photograph	
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Significance


Architectural Interest	A much-altered Georgian cottage comprising 3 storeys with additional basement. The architectural interest of the building derives from its age and it being a good example of a riverside property with an interesting composition. Dating from the early-18 th century, the building retains its external staircase, permitting access to the upper floors during high tides and flooded periods. The architectural interest of Compass House also stems from it being of a positive contributor to the architectural detailing of the Strand-On-The-Green Conservation Area.
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20	Compass House	Grade	II
Historic Interest	Compass House, also known as No. 61, is of historic interest primarily for its age and its construction as a late-18 th century riverside residence. The building demonstrates how flood prone properties were constructed within flood risk areas, with an external access accessing the upper floors. Compass House also has historic associative interest from its historical association with Laura Scott, a relative of the founding Simon Family of the Pier House Laundry (the largest laundry in London in its day, located in Pier House to the west close to Kew Bridge). More recently, the house has taken on further historic associative and social interest, being the home of Harry George Webb, painter, engraver and printer. Webb purchased Compass House in c. 1920s, housing his press in the basement of the property.		


21	Ships Cottage	Grade	II
Designated	21 st May 1973		
List Description	C18. Painted brick. 2 storeys, 1 window. Ground floor casement, 1st floor double- hung sash. Hipped red tile roof.		
Photograph			
Significance			
Architectural Interest	The architectural interest of Ships Cottage derives from its age and being an example of an 18 th century mews building, associated with a larger residency fronting the river. From the street, the building has a simple façade. The building is listed in part for its group value with Old Ship House to the south.		
Historic Interest	Ship Cottage is of historic interest as a remnant of the historic core of the Strand-On-The-Green area. Historically, the building was incorporated into the site Old Ship House as a secondary mews building, serving the main house fronting the river.		


22	Old Ship House	Grade	II
Designated	11 th July 1951		
List Description	Late C18. Brown brick, ground floor painted. 2-storeys, projecting sides, 1:1:1 double-hung sashes with flat arches. 2 ground floor bays and central window with steps up. Continuous cornice hood over. Parapet. Welsh slate roof.		
Photograph			
Significance			
Architectural Interest	<p>Old Ship House's architectural interest principally derives from its age and its simplistic uniformed character as a residential property on the banks of the River Thames. It is a good example of a late-18th century residential property, constructed from stock brick with stucco to ground floor level. Two large bay windows are located at ground floor level, providing a sense of symmetry in its primary elevation. The architectural interest of the building also stems from its contribution to the architectural qualities throughout the Strand-On-The-Green Conservation Area.</p>		
Historic Interest	<p>A residential property of similar scale to the Old Ship House has been present on this site since the late-17th century, contributing to the historic interest of the current building. The property also has some historic associative interest being the home of Professor George Morrison Carstairs (1916-1991), a British psychiatrist, anthropologist and academic, who coined the phrase, '<i>Charity is more important than chastity</i>'.</p>		


23	Clayton House, Mucklow House, Naylar House, Oliver House & River House	Grade	II
Designated	11 th July 1951		
List Description	Carefully designed early C19 terrace of white brick houses. 3:2:3:2:3 double-hung sashes in reveals with flat arches. River House - modern ground floor glass. Slight side and centre projections. Doorways: 4 and 6 fielded panel doors in reveals with reeded surrounds and semi-circular traceried fans. Centre ground floor windows arched with stone imposts, 1st floor band, stone frieze, cornice and pediment with dummy circular lunette in tympanum. Rest of terrace has stone architrave and cornice. Cast iron railings. River House has good 1st floor balcony railings, door on East elevation and 1 window recessed East wing.		
Photograph			
Significance			
Architectural Interest	A range of five Georgian terrace properties dating from the 1790s. The architectural interest of the group derives from their age and architectural quality as grand late-18 th century terraced properties. The terrace is 3 storeys in height and is made up of 5 properties, with a range of 3:2:3:2:3, carefully designed to portray a larger mansion on the banks of the River Thames. Original cast iron railings, doorways and windows all add to the architectural interest of the properties and their presentation/grandeur enhances the quality of the riverside promenade. The interiors of each vary in the level of detailing, most probably being designed to suit specific occupants at the time.		
Historic Interest	The historic interest of the riverside terrace derives from their age and being remnants of the exclusive residential development of late-18 th century, along the northern banks of the River Thames. Edward Sykes, barrister of the New Inn, Middle Temple acquired the copyhold of the property in 1793, which included the land that ran along the Strand as far west as the No. 56 Strand on the Green. Sykes rebuilt Rivers House and extended the terrace so that it consisted of five 3 storey townhouses. The buildings more recent historic associative interest stems from their association with Professor AV Judges, who lived at Oliver House in the early-20 th century. From 1915, Judges would serve the London School of Economics and was the chairman of the Southern Rhodesian Education Commission later in the mid-20th century.		

24	50, Strand on the Green	Grade	II
Designated	21 st May 1973		
List Description	C18. Red brick. 2 storeys, 1 double-hung sash with cambered relieving arch 1st floor brick band. Parapet, old tile hipped roof, 1 dormer.		
Photograph			
Significance			
Architectural Interest	<p>Originally constructed as part of a pair of houses between 1712 and 1717 by Samuel Martin, the architectural interest of No. 50 primarily derives from its age and early-18th century character as a riverside residential property. The building consists of 2 storeys, with attic, and a single bay constructed from stock brick. Original sash windows and original tiling to the roof add to its architectural interest. The building comprises some modern alterations, including the attic conversion with protruding attic window looking out over the river. Historic panelling has been removed from the interior and replaced with modern fittings. These features do not contribute to the building's architectural interest. The building's architectural interest also derives its role within the wider group of buildings fronting the River Thames forming a decorative and ornate residential townscape, whilst contributing to the overall significance of the Strand-On-The-Green Conservation Area.</p>		
Historic Interest	<p>Once consisting of a pair of residential properties, the historic interest of No. 50 derives from its age as an early-18th century residential riverside property constructed by Samuel Martin, the historic owner of the neighbouring malthouses fronting the river. The building has some historic associative interest stemming from its association with David Mallet, the Scots poet and dramatist, who lived in property from 1739-48. Mallet was Secretary to Frederick, Prince of Wales, who lived at the White House at Kew. Some of Mallet's most famous works include the tragedy <i>Eurydice</i> and the <i>Masque of Alfred</i>, which included the famous song, 'Rule Britannia'.</p>		

25	49, Strand on the Green	Grade	II
Designated	21 st May 1973		
List Description	Early C19. Brown brick. 2 storeys, 4 double-hung sashes in reveals with cambered relieving arches. Semi-circular arched doorway; good traceried fan. Eaves cornice.		
Photograph			
Significance			
Architectural Interest	The architectural interest of No. 49, Strand on the Green, derives from its age and being a good example of an early-19 th century residential riverside property. The building is made up of 2 storeys with a converted attic and 2 bays to each floor, with original 6 over 6 sash windows to each floor. Although comprising a number of modern alterations (for example the protruding attic window), the building contributes to the architectural quality and cohesive character and appearance of the Strand-On-The-Green Conservation Area.		
Historic Interest	No. 49 is of historic interest primarily for its age and it being an example of the continued development along the River Thames during the early-19 th century. The building has an historic associative interest stemming from its association with Commander Philip Edward, OBE, who rebuilt the property in the mid-20 th century after the building had been wrecked by a land-mine.		

26	Picton House & Railings to Picton House	Grade	II
Designated	11 th July 1951		
List Description	C18. Brown brick, red brick dressings. 2 storeys, 2 double-hung sashes in reveals with flat arches. 4-panel door with architrave, traceried fanlight, narrow panelled side pilasters, moulded brackets supporting hood. Eaves cornice. Band between storeys. Wrought iron railings. NMR.		
Photograph			
Significance			
Architectural Interest	A good example of a uniform Georgian residential building. The architectural interest of Picton House derives primarily from its age and its classical, distinctive, Georgian style. The property comprises 2 storeys and 3 bays to ground floor and 2 to the first floor. Along with its domestic style, the building contributes to the architectural qualities of the Strand-On-The-Green Conservation Area, adding to the architecturally impressive frontage to the River Thames.		
Historic Interest	The historic interest of Picton House primarily derives from it being an example of 18 th century residential riverside property and demonstrating the historic development of the Strand-On-The-Green area. The building also has an historic associative interest for its association to Mary Buffar (daughter of John Trimmer), who acquired No. 45, the adjoining property, and half of Picton House in about 1790. Mary was the aunt of James Trimmer the younger, whose wife was the famous Sarah, philanthropist and educational reformer		

27	Wistaria House	Grade	II
Designated	11 th July 1951		
List Description	C18. Brown brick. 2 storeys, 2 double-hung sashes with rubbed red brick flat arches. Modern window in arched sinking to right of door. Modern trellis porch. Eaves cornice. NMR.		
Photograph			
Significance			
Architectural Interest	<p>The architectural interest of Wistaria House primarily derives from its age as a 18th century residential property in a typically Georgian Style. The house consists of 2 storeys and 2 bays, with original sash windows to each floor. A modern trellis porch stands above the main doorway and a modern arched window is located to the right of the doorway, not contributing to the building's significance. The building contributes to the architectural qualities of the Strand-On-The-Green Conservation Area.</p>		
Historic Interest	<p>Wistaria House has historic interest being an example of 18th century development within the Strand-On-The-Green area. The building was once owned by the Port of London Authority, the Thames Conservancy and earlier, the corporation of the City of London, as the residence of their local foreman, adding to the buildings historic interest. Historically there were boatyard facilities, and the grid on the foreshore is still maintained for shipping.</p>		

28	46 and 47, Strand on the Green	Grade	II
Designated	21 st May 1973		
List Description	Originally a malthouse or warehouse. Mid C19. 2-storeys. 4 windows. Plain red brick. Slate roof. Windows with ornamental iron grilles.		
Photograph			
Significance			
Architectural Interest	<p>The architectural interest of Nos. 46 and 47 derives from their age and being good examples of a group of malthouses and warehouses along the banks of the River Thames. There were several such properties along Strand on the Green when the river frontage was more commercial. Currently, the buildings are in use as residential properties but retain much of their industrial appearance and architectural qualities as mid-19th century industrial buildings.</p>		
Historic Interest	<p>The historic interest of Nos. 46 and 47 derives from their age and being examples of industrial properties on the banks of the river. During the 19th century there were several such properties along Strand on the Green when the river frontage was more commercial. As a warehouse, it was also a works for Ailsa Craig, an engineering company, that among other things pioneered detachable, or outboard, motors in the early part of the 20th century. The company manufactured items for the war effort and it is believed that this was the reason the Luftwaffe bombed Strand-On-The-Green.</p>		

Group 4: Strand on the Green

Assessment of setting of listed buildings

The group of grade II statutory listed buildings directly front the north side of the River Thames. Collectively they form the largely historic three and four storey built river frontage abutting the towpath, all of which are located within Strand-On-The-Green Conservation Area.

The group of grade II statutory listed buildings have 180-degree open river views south, east and west. All views north are obscured by the preceding sections of built frontage (the neighbouring three-four storey buildings which flank the narrow towpath).

The immediate setting of the buildings is provided by the group of neighbouring historic building(s), towpath and river. They combine to provide an historic northern river frontage, contributing to their individual and group value (significance). This is primarily experienced from the proximity of the northern towpath (thus forming the immediate setting of the buildings).

The wider setting also includes: the river expanse itself; the vegetation, residential architecture and more sparsely populated sections of the southern bank; Kew Bridge to the west; and Kew Railway Bridge and Oliver's Island to the east. This setting contributes to the significance of the buildings. It provides a composite and largely historic/commensurate river setting which the historic riverside properties are experienced within.

Views from the towpath on the southern bank of the river also contribute to the appreciation of this historic northern river frontage (forming part of the extended setting) where not obscured by Oliver's Island. These views from the southern bank include a backdrop of appreciable tall buildings such as: Rivers House (Kew Bridge Road); the BSI Building (No.389 Chiswick High Road – directly north of Gunnersbury Station); and Vantage London (north side of the Great West Road).

Both modern and historic tall buildings (many which are noted above) are also appreciable within views to the west from the northern bank/towpath (within the Strand-On-The-Green Conservation Area). Although these structures - Rivers House (Kew Bridge Road) and Brentford Tower Estate (Green Dragon Lane) - are well-removed they do form part of the extended setting of the buildings, albeit offering no contribution to their significance.

The setting of Ship Cottage differs to the wider group. This grade II statutory listed 18th century building does not sit on the river frontage. Instead it sits at the foot of the garden of Old Ship House (a 18th century grade II statutory listed building positioned to the south, on the river frontage). Ship Cottage backs onto Thames Road and appears ancillary to Old Ship House. The immediate setting of Ship Cottage is formed by Old Ship House, with which it was once historically tied. The wider and extended setting is formed by the additional historic buildings which flank Old Ship House and Ship Cottage, as well as the river beyond. These individual components of setting contribute to the building's significance by providing a largely historic/appropriate period setting within which Ship Cottage is experienced.

Appendix 2. Locally Listed Building Proformas

Photograph



Significance

Formerly The John Bull Public House. Now much extended and altered, albeit retaining its impressive and well-proportioned three storey and three bay central façade. This includes a full length covered balcony to first floor level and two bay windows flanking a central entrance beneath. It also includes an historic three storey single bay addition to the east and a larger poor quality modern addition to the west.

The property retains external period features of note and is remains an example of a mid-late-19th century public house. It derives architectural interest (or significance) from the period features and architectural balance it poses, as well as from its role within the wider group of buildings (from the same period) which front both the north and south side of Chiswick High Road (A315). This architectural interest (both individual and group) also contributes to the character and appearance of Thorney Hedge Conservation Area which its sits within.

The building was one of the earliest to have been erected within what is now the Thorney Hedge Conservation Area. It was built on the Chiswick High Road (A315), forming one of a handful of period commercial buildings serving passing trade and the population of the newly formed Gunnersbury suburb which began to emerge in the 1860s. The latter included the construction of the railway station by c.1870, located opposite the PH at the junction

The Gunnersbury (formerly the John Bull Public House)	Grade	NA
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with a former turnpike (toll) road. This historic

interest (both individual and group) also contributes to the character and appearance of Thorney Hedge Conservation Area which it sits within.

Setting

The building directly fronts the busy Chiswick High Road (A315). It forms part of a mixed frontage comprising mid-late-19th century commercial and residential buildings of two and three storeys and much larger 20th and 21st century office buildings of up to 18 storeys, all of which sit within or directly at the edge of Thorney Hedge Conservation Area.

The immediate setting of the building includes the two and three storey residential and commercial structures located on the Chiswick High Road (A315) which were built at a similar period to it. These contribute to the significance of the building, forming part of its historic setting. The immediate and wider setting also includes Radial House (the BSI building - a c.18 storeys) and the series of additional 20th and 21st century hotel and office buildings located on Chiswick High Road (A315), flanking Thorney Hedge Conservation Area. These additions within the immediate and wider setting do not contribute to the significance of the building.

The extended setting includes seasonal glimpses of the elevated sections of the M4 to the west and large office buildings to the east. The extended setting is only appreciable during winter months, when the intervening deciduous tree cover is lost. It offers no contribution to the significance of the building. Additional areas to the north and south of the building are not appreciable as part of the building's extended setting as they are curtailed by existing buildings which form part of its immediate setting.

Summary of Significance

The building forms a non-designated heritage asset. It is a mid-late-19th century public house of local architectural and historic interest. It was erected to serve passing trade associated with the construction of Gunnersbury suburb and railway station at the junction with the Chiswick High Road (former turnpike/toll road). It is one of the earliest buildings within Thorney Hedge Conservation Area, forming part of an initial phase of historic development on the Chiswick High Road that can be differentiated from later residential phases to the north.

Appendix 3. Visualisation Comparisons




View 15: Wellesley Road & South Circular Junction
As Submitted



As Revised



Key

-  Scheme, as proposed
-  Extent of previous scheme
-  Cumulative schemes

View 20: South east side of Kew Green
As Submitted



As Revised



- Key
- Scheme, as proposed
 - Extent of previous scheme
 - Cumulative schemes

View 22: South west side of Kew Green, west of St Anne’s Church
As Submitted



As Revised



- Key
- Scheme, as proposed
 - Extent of previous scheme
 - Cumulative schemes

View 23: Footpath south of Olivers Island
As Submitted



As Revised



Key

- Scheme, as proposed
- Extent of previous scheme
- Cumulative schemes

View 27: Footpath east of White Peaks Café, looking north, Royal Botanic Gardens, Kew
As Submitted



As Revised



- Key
- Scheme, as proposed
 - Extent of previous scheme
 - Cumulative schemes

View 28: Kew Place (Third Floor)
As Submitted



As Revised



- Key
- Scheme, as proposed
 - Extent of previous scheme
 - Cumulative schemes

View 29: The Hive, Royal Botanic Gardens, Kew
As Submitted



As Revised



- Key
- Scheme, as proposed
 - Extent of previous scheme
 - Cumulative schemes

View 30: Crossroads within gardens, south east of Treehouse Towers Play Area, Royal Botanic Gardens, Kew

As Submitted



As Revised



Key

- Scheme, as proposed
- Extent of previous scheme
- Cumulative schemes

View 33: Chiswick Bridge
As Submitted



As Revised



- Key
- Scheme, as proposed
 - Extent of previous scheme
 - Cumulative schemes

Paul Crisp

Director – Heritage
Planning, Development and
Heritage
30 Warwick Street
London
W1B 5NH
+ 44 (0)20 7399 5610
paul.crisp@eu.jll.com

Lauren Way

Associate Director – Heritage
Planning, Development and
Heritage
30 Warwick Street
London
W1B 5NH
+44 (0)20 7087 5314
lauren.way@eu.jll.com

Henry Ryde

Associate Director – Heritage
Planning, Development and
Heritage
30 Warwick Street
London
W1B 5NH
+44 (0)20 7399 5610
henry.ryde@eu.jll.com

Bethan Weir

Senior Consultant – Heritage
Planning, Development and
Heritage
30 Warwick Street
London
W1B 5NH
+44 (0)20 7852 4655
bethan.weir@eu.jll.vom

Nick Pond

Graduate Consultant – Heritage
Planning, Development and
Heritage
30 Warwick Street
London
W1B 5NH
+44 (0)20 7087 5835
nick.pond@eu.jll.com

jll.com

Jones Lang LaSalle

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