

# View 1: View from Tesco/ Beverley Way – Existing



## Role of site view/baseline description

**Visibility of the site:** The site is partially visible, beyond the Tesco Extra building and covered walkway, planting and trees.

**Key elements of view:** The view is largely dominated by the car park to the store with hard-surfacing broken up by amenity planting and covered walkway. The area is functional and lacking in enclosure and visual interest.

## Sensitivity

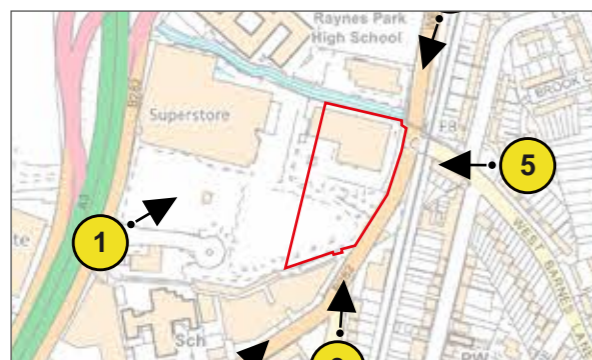
**Receptors:** Primarily shoppers accessing the Tesco store or pedestrians cutting through the car park. Motorists on Beverley Way

**Value of the view:** Very low – the view is dominated by the expansive car park and lacks a focus. There are no elements of aesthetic, historic or visual interest although the planting reduces the prominence of the parking.

**Susceptibility:** Low – People in this location are shopping or crossing the car park as a short cut. They are not focused on and have no expectation of visual amenity.

**Sensitivity: Low**

View 1: Existing View



Extract from viewpoint location plan

Image details	
Grid Ref	522447.466
	168388.425
Focal length lens	24mm
Distance from site	188mm
Date/time	8/11/2018, 13:12

# View 1: View from Tesco/ Beverley Way – Proposed



View 2: Proposed view

## Description and degree of change resulting from proposed development

Upper floors of the development of the west side of the development would be visible beyond the Tesco building and covered walkway, introducing new residential buildings that would provide increased visual enclosure to the car parking area.

There would be a **high** degree of change to the view.

## Visual effect

The enclosure of the parking area by buildings helps to provide improved spatial definition to the edge of the parking area. The scale of the development is broken down through the stepping of the built form, projections and a distinctive asymmetric roofscape. In addition, the built form is further articulated by a varied pattern of the windows, balconies and expressed framing. The architectural details and materials are visually interesting and of high quality. While the building will be a prominent element in the view it is well designed and of good architectural quality.

The buildings will be taller but will also provide greater visual interest with high quality detailing and would not detract from the existing view. The development would introduce a new residential scheme which will act as a marker for regeneration and investment in the area.

Overall, on balance, there would be a moderate beneficial change to the view.

# View 2: Burlington Road/Cavendish Avenue junction – Existing



## Role of Site in View / Baseline Description

**Visibility of the site:** The site is not currently visible due to the alignment of Burlington Road.

**Key elements in the view:** Curving alignment of Burlington Road with two storey brick built industrial buildings in the foreground with forecourt parking, some are some vacant and dilapidated. On the other side of Burlington Road is a parade of shops and a modern apartment building. The view to the junction with Claremont Avenue is terminated by the construction works at 300 Burlington Road beyond which the backs of houses can be seen through the trees along the railway.

## Sensitivity

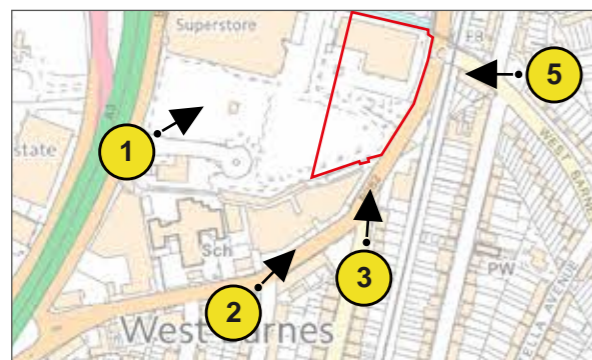
**Receptors:** Pedestrians, cyclists and motorists travelling along Burlington Road.

**Value of the view: Very Low** - General townscape view of low quality with prominent detracting elements, visual clutter and few elements of visual interest or quality. Once built, the new five storey brick faced apartment building under construction (300 Burlington Road) will provide a more attractive focal point and termination of the view along Burlington Road.

**Susceptibility: Low** – people using busy B-road, unlikely to have expectation or focus on visual amenity.

**Sensitivity: Low**

View 2: Existing View



Extract from viewpoint location plan

Image details	
Grid Ref	522557.753 168234.737
Focal length lens	24mm
Distance from site	128m
Date/time	8/11/2018, 12:04

## View 2: Burlington Road/Cavendish Avenue junction – Proposed



View 2: Proposed view

### Description and degree of change resulting from proposed development

The upper floors of the proposed development would be visible above the industrial units on the frontage of Burlington Road. There would be a stepping up in scale from right to left in the view and articulation of the built form into separate elements.

There would be a **medium** change to the view.

### Visual effect

The proposed buildings would be a noticeable new element but would be of compatible form, articulation and materials seen in conjunction with existing buildings in the street scene (and the one under construction).

There would be improvement in the architectural quality of buildings seen from this part of Burlington Road. Although there would be a stepping up in scale and layering of buildings in the view, this would not have an unacceptable or harmful effect on visual amenity given the articulation and architectural quality of the proposed development.

There would be an overall **minor beneficial** visual effect.

# View 3: Claremont Avenue (north) – Existing



## Role of Site in View / Baseline Description

**Visibility of the site:** Glimpsed view of the vacant office building across the car park, filtered by trees. Seen across the junction.

**Key element in view:** View contained by three to four storey apartments to one side and a varied frontage of two storey houses to the other. The junction with Burlington Road is prominent with visual clutter and parked cars evident. It is addressed by two storey brick industrial buildings from the early to mid 20th century. The site at the junction is currently being redeveloped for a five storey brick built apartment building. There are currently temporary views of hoardings and the tower crane.

## Sensitivity

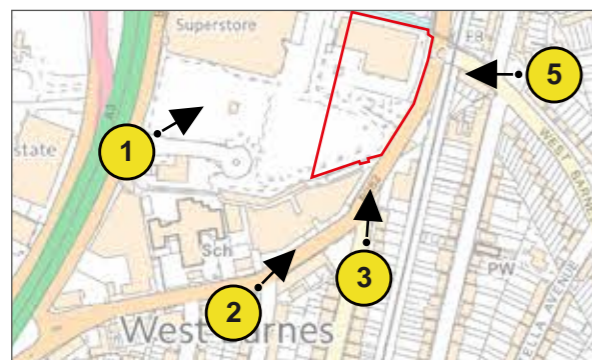
**Receptors:** People using Claremont Avenue which provides access to Motspur Park Station - pedestrians, cyclists and motorists.

**Value of view: Low** – Varied street scene at busy local road junction some detracting elements. No historic buildings or features of particular visual quality or interest.

**Susceptibility: Low to medium** – people moving through the area, and unlikely to be focused on visual amenity. Outlook from residential property dominated by the junction and therefore susceptibility to change limited

**Sensitivity: Low to medium**

View 3: Existing View



Extract from viewpoint location plan

Image details	
Grid Ref	522657.662 168254.074
Focal length lens	24mm
Distance from site	91m
Date/time	8/11/2018, 11:54

# View 3: Claremont Avenue (north) – Proposed



View 3: Proposed view

## Description and degree of change resulting from proposed development

The proposed development would define a new frontage to Burlington Road, rising above the existing lower industrial units.

There would be a **high** degree of change.

## Visual effect

The buildings would better define the street frontage, with ground level commercial units adding to vitality and well-designed residential frontages above. Planting on the frontage would provide some softening and greening of the street scene. The new buildings would be seen together with existing apartment buildings at (and being built at the junction and the massing sits comfortably in this context. The apartments would have a common architectural language that would give some coherence to the currently fragmented and varied street scene. The architectural treatment has an architectural aesthetic that makes subtle reference to the former printworks and would reinstate the historic focal point on the Site.

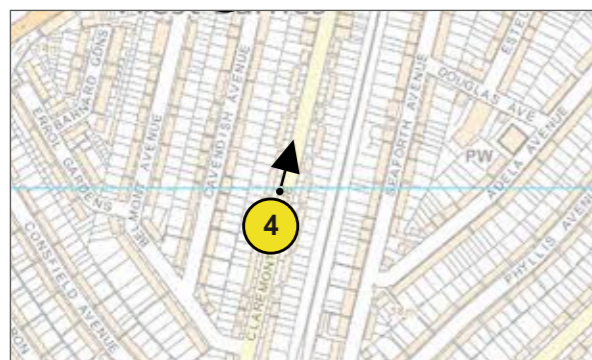
The building would be taller than the context at seven to nine storeys on the frontage. Due to perspective and the screening provided by the frontage element of the scheme the taller elements to the west would not be prominent. While the built form steps up in height and would be taller than existing buildings on Burlington Road it would not be so dominant that it would undermine the benefits of creating an attractive built frontage that would repair the street scene. Moreover, the high quality materials and bespoke architectural treatment create an interesting focal point in the townscape.

Overall there would be a **minor to moderate visual effect** which on balance would be **beneficial**.

# View 4: Claremont Avenue (south) – Existing



View 4: Existing View



Extract from viewpoint location plan



Image details	
Grid Ref	522578.558 167963.704
Focal length lens	24mm
Distance from site	382m
Date/time	8/11/2018, 12:13

## Role of Site in View / Baseline Description

**Visibility of the site:** The Site is not visible

**Key elements in view:** Slightly elevated linear view along a relatively narrow residential street to the roundabout at Burlington Road and rising ground at new Raynes Park/ Wimbledon in the distance. The view is contained by two storey terraced housing of no particular architectural merit. Parking is prominent within the public realm. Small scale employment buildings terminate the view. The tower crane indicates the new apartment building under construction.

## Sensitivity

**Receptors:** People using Claremont Avenue which provides access to Motspur Park Station - pedestrians, cyclists and motorists.

**Value of view: Low** – Ordinary residential street scene. No elements of notable historic or townscape interest/ no particular scenic or amenity value.

**Susceptibility: Low to Medium** – Outlook from residential properties would not be affected. People moving through the area may be local residents and may have an awareness of changes in visual amenity.

**Sensitivity: Low to medium**

## View 4: Claremont Avenue (south) – Proposed



View 4: Proposed view

### Description and degree of change resulting from proposed development

The upper floors of the development would be visible in views along Claremont Avenue and above the roofs of the buildings defining the street. The existing view of the rising land at Raynes Park would be screened.

There would be a **medium** magnitude of change to the view.

### Visual effect

The new development would introduce a new terminating feature in views along the street, replacing the view to the ridgeline. The falling levels would limit the visual prominence of the buildings within the overall street scene and they would not appear unduly dominant at this distance in the context of the containment provided by the terraces within the streetscene.

The stepped and raked massing adds variation to the skyline and the articulation of the blocks and elevations breaks down the massing visually. The buildings would be of good architectural quality and their appearance in terms of the materials and colour palette compatible with the overall scene.

The proposal would reinterpret the historic focal point of the former printworks albeit at a larger scale, reinforcing the presence of the site on the Burlington Road frontage.

Taking a balanced view of the overall effect, it is considered that while the new buildings are well designed there would be a minor adverse visual effect.



# View 5: West Barnes Lane/Linkway junction – Existing



## Role of Site in View / Baseline Description

**Visibility of the site:** Views of buildings on the Site, partially filtered by trees and soft landscaping, terminates the view.

**Key elements in the view:** Informal green open space at the junction of West Barnes Lane and Linkway. A much altered terrace of railway cottages from the late 19th century are the most notable element. West Barnes Lane, the overhead pedestrian bridge, the level crossing and roller shutters are prominent detracting elements.

## Sensitivity

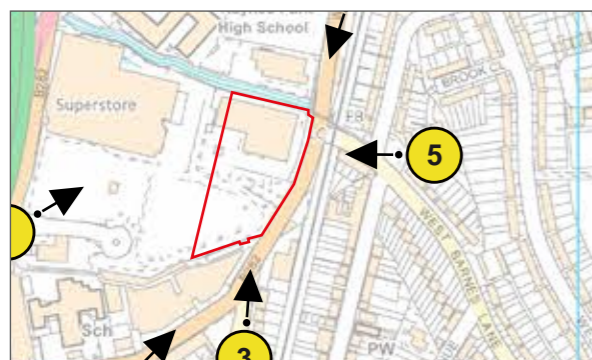
**Receptors:** Residents and users of the street – pedestrians, cyclists and motorists.

**Value of view: Low** - The view is a general townscape view at a key local junction. While the cottages provide some limited visual interest, the detracting elements predominate. The Site currently plays a negative role in the view.

**Susceptibility: Low to medium**– people moving through the area, unlikely to be focused on visual amenity. Outlook from residential property dominated by the busy level crossing junction and therefore susceptibility to change limited.

**Sensitivity: Low to medium**

View 5: Existing View



Extract from viewpoint location plan

Image details	
Grid Ref	522817.924
	168441.000
Focal length lens	24mm
Distance from site	86m
Date/time	8/11/2018, 11:24

# View 5: West Barnes Lane/Linkway junction– Proposed



View 5: Proposed view

## Description and degree of change resulting from proposed development

The proposed development would be visible above the frontage buildings and on the Burlington Road frontage together with new street trees. It would replace the flank of an existing office building and overgrown vegetation and palisade fencing on the frontage.

There would be some screening in the summer from an existing mature tree. There would be a high degree of change in winter and medium degree of change in summer.

## Visual effect

The proposed scheme would define a more attractive, albeit taller, frontage to Burlington Road/ West Barnes Lane, seen across the junction replacing the existing blank frontage of the vacant office buildings. The new buildings would add visual interest with ground level commercial units, well designed carefully articulated facades above and a varied roofscape. Planting within the public realm would providing some softening of the built form over time. While new buildings would be introduced into the view above the small scale cottages, the site has historically been a focal point and different in character from the surrounding residential areas. The architectural treatment reflects this heritage in well designed detailing. In this context and given the architectural quality of the scheme, this is considered to be a positive change overall.

Overall and on balance there would be a **minor to moderate beneficial** effect.

# View 6: Linkway – Existing



## Role of Site in View / Baseline Description

**Visibility of the site:** There is no visibility of the site.

**Key elements in the view:** Linear view from elevated position down a typical interwar suburban residential street with two storey semi-detached houses, some soft landscaping in front gardens and street trees and on-street parking.

## Sensitivity

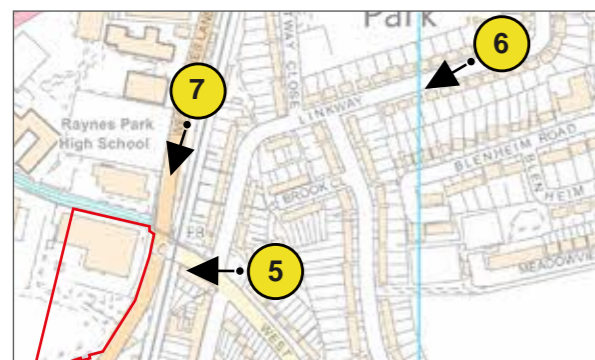
**Receptors:** People within the street – pedestrians, cyclists and motorists.

**Value of view:** Medium - Suburban townscape with some visual coherence but of ordinary quality. Some limited amenity value.

**Susceptibility: Medium** - People moving through the area are unlikely to be focussed on the view, however, there may be some secondary awareness of visual amenity.

**Sensitivity: Medium**

View 6: Existing View



Extract from viewpoint location plan

Image details	
Grid Ref	523065.068 168664.369
Focal length lens	24mm
Distance from site	370m
Date/time	8/11/2018, 11:10

## View 6: Linkway – Proposed



View 6: Proposed view

### Description and degree of change resulting from proposed development

The upper storeys of the proposed development would be visible above the roofs of the houses lower down the slope due to the orientation of the street. There would be a **medium** degree of change to the view.

### Visual effect

The main features of the streetscene would remain and the area is not subject of any heritage designations. The proposed development would introduce a secondary layer above the existing roofscape. The buildings are well designed and detailed and their materials would be complement the colours of the scene. The lighter colour of the internal facades of the taller elements will help to limit their prominence.

Overall and on balance the proposed development would have a minor adverse visual effect.

# View 7: West Barnes Lane (north)– Existing



## Role of Site in View / Baseline Description

**Visibility of the site:** The site is not visible.

**Key element of view:** Linear view along West Barnes Lane enclosed to the left by advertising hoardings and fencing along the railway line. The fencing on the frontage to Raynes High School allows views to the Sports Hall, grounds, school buildings and trees front onto the street. The varied buildings and lack of enclosure give a visually fragmented and incoherent character. There are long views of the overhead footbridge.

## Sensitivity

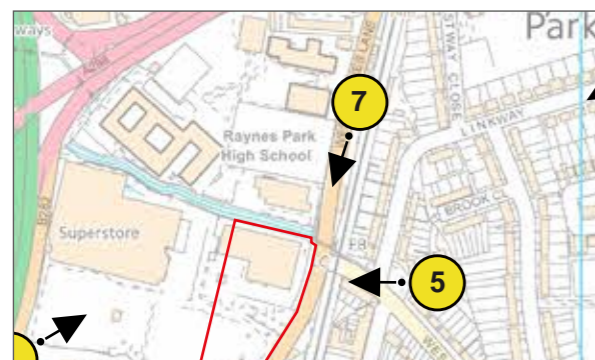
**Receptors:** Pedestrians, cyclists and motorists along West Barnes Lane

**Value of view: Very low** – the view is of poor quality and has no features of interest and a number of detracting elements. There is no particular amenity value due to the nature of the uses and road.

**Susceptibility: Low** - People travelling along West Barnes Lane are unlikely to be focused on visual amenity.

**Sensitivity: Very low**

View 7: Existing View



Extract from viewpoint location plan

Image details	
Grid Ref	522772.220
	168642.849
Focal length lens	24mm
Distance from site	147m
Date/time	8/11/2018, 11:31

# View 7: West Barnes Lane (north)– Proposed



View 7: Proposed view

## Description and degree of change resulting from proposed development

**Medium**– Lower floors of the proposed development will be screened by existing trees and school buildings. The upper storeys of the northern block would be visible from this location forming two elements beyond the school buildings and trees along the Pyl Brook.

## Visual effect

The proposed scheme would introduce well designed new buildings into the view. Although taller than existing buildings on the school site, and with vertical proportions, this would not be harmful and would provide a marker of the regeneration of this area and a reinstatement of the presence of a Site that once acted as a focal or reference point within the townscape. Once the apartment building on the opposite side of the road has been completed, the two development will read together and start to provide a more coherent townscape.

There would be a **minor beneficial** visual effect.

# View 8: Public footpath Sir Joseph Hood Memorial Fields– Existing



## Role of Site in View / Baseline Description

**Visibility of the site:** The site is not visible.

**Key element of view:** View across open land used for grazing horses and playing fields to the east of Motspur Park. Fields enclosed by fencing with hedgerows and trees providing enclosure to the area.

## Sensitivity

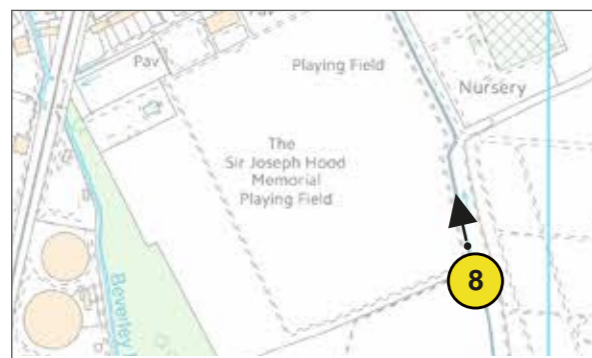
**Receptors:** Pedestrians using public right of way

**Value of view: Medium** – while there are no features of particular note or interest, the open space has some limited local amenity value.

**Susceptibility: Medium** - People may be focussed on visual amenity, but in this urban travelling along West Barnes Lane are unlikely to be focused on visual amenity.

**Sensitivity: Medium**

View 8: Existing View



Extract from viewpoint location plan

Image details	
Grid Ref	522823.822 166930.092
Focal length lens	24mm
Distance from site	1385m
Date/time	8/11/2018, 12:44

# View 8: Public footpath Sir Joseph Hood Memorial Fields– Proposed



View 8: Proposed view

## Description and degree of change resulting from proposed development

The tops of the tallest buildings would be seen in the distance. They would be very small components in the overall view. There would be **low** degree of change.

## Visual effect

The proposed development would be seen in the context of existing buildings in the wider urban area. Seeing additional buildings would not be out of keeping or unexpected given the proximity of the urban area.

There would be a **minor** visual effect which would be **neutral**.



# Summary of Visual Effects

- 5.37 The proposed development would result in beneficial visual effects in local views where the benefits arising from the redevelopment of the site frontage and the quality of the architectural treatment would be apparent. These range from moderate beneficial effects from Tesco/Beverley Way, minor to moderate beneficial effects at West Barnes Lane and at the northern end of Claremont Avenue and a minor beneficial effect along Burlington Road.
- 5.38 There would be some limited and localised minor adverse effects where views of the proposed development would be seen from elevated locations in the suburban areas to the south and east (linkway and midway along Claremont Avenue).
- 5.39 There would be a neutral effect on the long distance view from the public right of way crossing open land to the south, east of Motspur Park where the proposals would be a minor element in the view, seen in the context of the existing urban area.

Viewpoint	Location	Sensitivity	Magnitude of Change	Visual Effect
1.	Tesco/Beverley Way	Low	High	Moderate beneficial
2	Burlington Road/Cavendish Avenue	Low	Medium	Minor beneficial
3	Claremont Avenue (north)	Low to medium	High	Minor to moderate beneficial
4	Claremont Avenue (south)	Low to medium	Medium	Minor adverse
5	West Barnes Lane/ Linkway	Low to medium	High (s)/Medium (w)	Minor to moderate beneficial
6	Linkway	Medium	Medium	Minor adverse
7	West Barnes Lane	Very low	Medium	Minor beneficial
8	Public footpath Sir Joseph Hood Memorial Fields	Medium	Low	Minor neutral

# Compliance of scheme with relevant planning policy

- 5.40 The proposal is consistent with adopted and emerging local, London and national planning policy context as follows:
1. Principle of redevelopment: The Site is part of an area identified for redevelopment for mixed uses including housing in the emerging Local Plan. It is also a location – supermarket car park, area with a PTAL of 3 and within 800m of a railway station – where the emerging London Plan is promoting that housing development on brownfield land is optimised. This is also compatible with the principles of making efficient use of land set out in the NPPF. It is therefore an appropriate location in principle to seek to deliver housing and optimise the development potential.
  2. Existing character – the site is in a mixed use area and the proposals would promote increased vitality and wider regeneration consistent with policy DM D1g. The townscape analysis has shown that the Shannon Corner area has a very low townscape value and the replacement of poor elements would be beneficial. While policies CS4 and CS14 seek to respect the character of surrounding suburban areas, these are separated from the Site by main roads and other infrastructure and are extensive areas that are not subject of any heritage designations. The West Barnes suburban TCA has an ordinary townscape character of medium value. The ZTV shows that change to views out of the area would be localised. The townscape of the Shannon Corner area is of very low value and low sensitivity to change. This should be regarded as a location where the promotion of regeneration and delivery of new homes would in principle be more desirable than maintaining existing local character in accordance with NPPF para 122d
  3. Suitability for tall or large buildings: – while not within an area identified as suitable for tall buildings in the Core Strategy, that policy is considered out of date following the update to the NPPF and its emphasis on making effective use of previously developed land in urban areas. The Site and wider area have been identified as having potential for change in emerging policy. No heritage assets would be affected, the site itself is in an area of very low townscape value that can accommodate change. Effects on adjacent suburban character areas would be limited

and localised. An increase in scale at this location would assist the legibility of Shannon Corner on the A3, reinstate the site as a focal point within the townscape and act as a marker for the regenerated Shannon Corner area (emerging policy RP3). The architectural design is of high quality, ground floor activities would relate well to surrounding streets and the proposal would make a significant contribution to local regeneration. The scheme is considered to comply with London Plan policy 7.7.

4. Local character and history: the proposal would reinforce the historic sense of difference and transition that has always existed between the area around Shannon Corner and the residential hinterland. Redevelopment of the frontage will reinstate the site as a reference point along Burlington Road and West Barnes Lane that was lost with the Tesco development. As noted above where change is envisaged, adhering to existing patterns of development is not necessarily appropriate. The scheme has responded to local character by defining the frontage of Burlington Road, providing a mix of uses and contributing to vitality, re-establishing a focal point along Burlington Road referencing in its architecture the former use of the site as a print and engraving works and integrating the frontage to the Pyl Brook. Although the proposed development would be taller than surrounding buildings the scale would contribute to legibility along West Barnes Lane. Apartments are already a characteristic of Burlington Roand and West Barnes Lane and the proposals would further help to reinforce a mixed residential character with a common architectural language and built form.
5. High quality place: the proposed development would create a well designed place on a number of levels
  - a Architectural quality - the proposal would deliver a scheme that has carefully considered and well-designed architectural treatment, that make reference to the former use of the Site as a print and engraving works.
  - b Permeability, legibility and definition of space – existing permeability would be maintained and the route made clearer.

Future permeability along Pyl Brook would be facilitated. The development would enhance the legibility of Shannon Corner along the A3 and provide a reference point along Burlington Road. Fencing and gates to semi-private space will signal the transition from the public realm.

- c Natural surveillance/ active frontages - active frontages would be introduced along Burlington Road, the access and Pyl Brook. Residential units on the upper floors would provide natural surveillance of the car park, Burlington Road and Pyl Brook where none currently exists enhancing the perception of safety.
- d Views - no protected views would be affected by the proposed development. The visual appraisal has shown that there would be enhancements to short range views, with the replacement of an existing unattractive and poorly defined frontage. There would be no harm to long range views of the proposals from open areas of land where views of buildings are already characteristic. There would be some localised minor adverse effects on views from suburban areas but these would be limited.
- e Contribution of a sense of place – the proposed development would reinforce the street scene and provide a range of active uses on the Burlington Road frontage. There would be a step change in the quality of new buildings and the opening up of the Pyl Brook would be a catalyst for further regeneration in the Shannon Corner area.
- f Public realm – the space around the buildings would be of high quality introducing tree and other planting, areas of amenity space along Pyl Brook and to the south of the block.

- 6 Optimisation - Consideration has been given to whether development has been optimised having regard to emerging London Plan Policy which requires consideration of effect on character and context, connectivity (PTAL and access to local facilities) and capacity of infrastructure (including future infrastructure proposals). The location has a PTAL of 3 and is well served by a range of local

facilities around Shannon Corner. There would be a marked benefit to the townscape character of the site and beneficial local visual effects. While the scale of development would have some minor adverse effects, these would be localised and outweighed by a range of townscape benefits. The wider public benefits case is set out in the Planning Statement.



# 6.0 Summary and Conclusion

6.1 This TVA has been prepared to consider the townscape and visual effects arising from the application scheme. The report has been informed by the relevant planning context, best practice guidance relevant to the consideration of townscape and visual matters.

## Townscape Effects

6.2 The site lies within the Shannon Corner TCA which has a very low townscape value with considerable potential for enhancement.

6.3 There would be a major beneficial effect within the Site itself largely arising from the townscape benefits of developing a poor quality frontage with well-designed new buildings that will add to the vitality of the area, provide visual interest in the design and articulation of the frontages and include an enhanced public realm. The scheme has been carefully designed to incorporate subtle reference to the historic use of the site as an engraving and printworks that produced stamps and banknotes. The architectural detailing and materials are of very high quality.

6.4 There would be a moderate beneficial effect on the Shannon Corner character area as a result of the regeneration of the frontage of Burlington Road, a minor beneficial effect on the Burlington Road apartments character area and a neutral effect on the recreational open spaces.

6.5 A localised minor adverse effect on the character of the suburban residential areas has been identified as a result of the prominence of the proposed development from some locations.

## Visual Effects

6.6 The visual analysis considered a total of eight representative views from the surrounding area.

6.7 The proposed development would result in beneficial visual effects in local views where the benefits arising from the redevelopment of the site frontage would be apparent. These range from moderate beneficial effects from Tesco/Beverley Way, minor to moderate beneficial effects at West Barnes Lane and at the northern end of Claremont Avenue and minor beneficial effects along Burlington Road.

6.8 There would be some limited and localised minor adverse effects where views of the proposed development would be seen from elevated locations in the suburban areas to the south and east (linkway and midway along Claremont Avenue).

6.9 There would be a neutral effect on long the long distance view from the public right of way crossing open land to the south, east of Mospur Park where the proposals would be a minor element in the view, seen in the context of the existing urban area.

## Conclusion

6.10 The application will deliver the regeneration of a site that is identified for redevelopment. The application proposal will result in notable enhancement of the townscape of the site itself and the Shannon Corner character area and provide a catalyst for wider regeneration that is being promoted in the area. The proposal is of excellent architectural quality and responds positively to its former industrial context to create a new sense of place that references the former printing and engraving works. The scheme optimises the use of a previously developed supermarket car park site, within 800m of a railway station and will support the delivery of housing and wider regeneration of the area.

6.11 The proposal would have no effects on any designated heritage assets or any protected views. While there would be some localised minor adverse effects on some views from elevated streets in the surrounding suburban area, visual amenity in the immediate area would be considerably enhanced. This would result in a minor adverse effect on the West Barnes Suburban TCA. These adverse effects are limited and need to be considered in the context of the wider planning balance set out in the planning statement.

6.12 Overall it is considered that the scheme complies with the planning policy context and is acceptable in townscape and visual terms.



# **Appendix 1: Assessment Criteria**

# Appendix 1: Methodology for TVA

The methodology is in conformity with the approach set out in the *Guidelines for Landscape and Visual Impact Assessment* prepared by the Landscape Institute and Institute of Environmental Management and Assessment, 2013 (GLVIA3). The guidance in the Landscape Advice Note 01/11 *‘Photography and Photomontage in Landscape and Visual Impact Assessment’* has also been reviewed.

This study comprises separate but interrelated assessments: an assessment of the likely significant effects on the character and quality of the townscape and an assessment of the effect of development on views, viewers and their visual amenity.

Drawings prepared by TP Bennett Architects and Exterior Architecture have been used in combination with the Accurate Visual Representations (AVRs) to assess the change to the townscape character and identified views as a result of the proposed development.

## Approach to Townscape Appraisal

The value of the townscape is established, having regard to any designations and the value of its component parts. It is noted that undesignated townscapes may also have value in their constituent elements and overall character. The existing townscape quality and value is categorised as high, medium, low or negligible/zero, based on the criteria in Table 1 below:

Table 1: Classification of Townscape Value

Value	Townscape Character
High	Visually coherent groups of well-designed/well-proportioned buildings, well related to streets, spaces and townscape elements, highly distinctive sense of place established over time, may be protected by heritage designation (e.g. conservation area or listing). Few detracting elements.
Medium	Relatively coherent grouping of buildings reasonably well-related to the public realm to create a good although not exceptional sense of place (may include locally listed buildings) - occasional buildings and spaces may lack quality and cohesion.
Low	Largely undistinguished area lacking sense of place and identity, poor spatial definition and generally limited visual interest. Area of emerging character as a result of large scale new development.
Very Low	Poor quality environment lacks cohesive form and structure significant potential for enhancement and very little or no visual interest. Area in a state of development or change in character.

The susceptibility of the townscape receptors to accommodate change arising from the proposed development is based on factors such as rarity, robustness and consistency based on the criteria at Table 2 below.

Table 2: Susceptibility of Townscape Receptors to Change

Classification	Susceptibility of Townscape Receptors to Change
High	Rare/ intact area or component of townscape (may be designated) Vulnerable to change - limited potential for change without effect on integrity of feature or area Notable aesthetic/ perceptual qualities or cultural associations that could be adversely affected
Medium	Townscape component or area may be sufficiently robust or frequent to accommodate some changes without affecting integrity Particular aesthetic/ perceptual qualities may be affected by detracting elements
Low	Largely robust or frequent component or area of townscape Integrity of townscape receptor would be maintained Not vulnerable to change
Very Low	Highly robust or frequent component or area of townscape Change would be desirable

The sensitivity of the townscape to accommodate change is categorised as being high, medium, low or very low by experienced assessors having regard to both to its “value” (table 1) and the susceptibility of the receptors to change (table 2).

The nature (or degree) of change to the townscape receptors that arises from the introduction of the development is then predicted, and is defined with reference to the criteria in Table 3 below.

Table 3: Classification of Nature of Change to Townscape

Classification	Nature of change to townscape
High	Large change/addition to townscape over a wide area or loss/major alteration of key characteristic feature(s). The proposals result in a large change to the heritage asset setting.
Medium	Moderate permanent changes in localised area, or partial loss/alterations of characteristic feature(s). Change may include the introduction of prominent new elements which are characteristic/appropriate to the existing townscape. Moderate change to setting of heritage asset.
Low	Change to minor component, feature that is characteristic of the townscape. Introduction of elements which are in character with the existing townscape. Minor change to setting of heritage asset.
Negligible/ Nil	Very minor loss or alteration to minor feature / characteristic or virtually imperceptible change in any components / No noticeable change. Maybe very short term or reversible. No noticeable change to the setting of heritage asset.

The assessment considers, at a site-wide and character area level the effects of proposals on elements of the townscape that contribute to its character and on the character areas as a whole.

The townscape effects are judged based on a combination of both the sensitivity of the townscape to change and the degree to which the proposed development will effect the townscape. Consideration is then given as to whether effects on receptors are adverse, neutral or beneficial in light of local/ other relevant policy objectives. A balanced view is taken in cases where there are both positive and negative changes.

## Visual Assessment Methodology

The assessment of a development’s visual effects relates to the changes that will occur in views as a result of the development, viewers’ responses to those changes and the effect the changes have on visual amenity.

The existing baseline situation has been recorded; establishing the components, character and amenity of the existing scene within each view.

The value of views is determined having regard to Table 4 below.

Table 4: Value of View

Classification	Value of view
High	Protected view, viewpoint or panorama, designated vista, scene with considerable scenic or amenity value (may be protected by designations).
Medium	View/outlook with local scenic or amenity value.
Low	View/outlook with limited scenic/amenity value.
Very Low	View dominated by significant detracting elements. No residual scenic or aesthetic values.

Analysis of the effects of the proposed development on those views has then been undertaken with reference to the application drawings, photographs of the existing situation, annotated photographs and AVRs.

Visual effects relate to changes in available views of the townscape and the effects of those changes on people. It considers:

- 1 The effects (adverse, neutral or beneficial) due to proposed development upon representative views through intrusion or obstruction;
- 2 The reactions and numbers of viewers who may be affected; and,
- 3 The overall effects on visual amenity.

The sensitivity of visual receptors (i.e. people at specific locations) to proposed change has been determined having regard to:

- 1 The activity and expectations of the receptors – their susceptibility to change; and
- 4 The importance or value of the view.

The criteria applied in assessing the susceptibility of visual receptors is set out in Table 5 below.

Table 5: Susceptibility of visual receptors to change

Classification	Susceptibility of visual receptors to change (capacity of people, at particular locations – the visual receptors – to accept change).
High	<p>People within/using public open spaces whose focus is on amenity value</p> <p>People using public rights of way through highly valued townscape or using national/regional/ tourist routes</p> <p>People within the immediate setting of elements of national cultural heritage value who may be focussed on visual amenity</p> <p>Residents with outlook from main aspect of residential property</p>
Medium	<p>People using open spaces whose appreciation of amenity is secondary to their activity</p> <p>People using public rights of way through townscape of moderate/low value whose main focus is on the journey/commute than its amenity</p> <p>Residents with compromised visual amenity/ limited outlook.</p>
Low	<p>People at work or engaged in other activities such as shopping who are not focussed on visual amenity</p>
Very Low	<p>Transient receptors such as motorists on major routes whose focus is on their journey.</p>

The sensitivity of receptors to change has been assessed as being high, medium, low or very low. This is based on the judgement of experienced assessors having regard to the susceptibility of the receptor to change and the value of the view/visual amenity.

The degree of the change to representative views which is introduced as a result of the development has been predicted using the visualisations together with the application plans. The degree of change is categorised with reference to the criteria set out in Table 6 below and having regard to the scale of change to the views, their composition, the contrast/integration of features with the prevailing townscape, whether the view of development is clear, partial/filtered or glimpsed.

Table 6: Degree of Change to Visual Receptors

Classification	Degree of Change
High	<p>Large change to the view. Development becomes the prominent feature in the scene introducing a major new component. Limited screening effects. Alternatively, existing development may be replaced by notably larger (more prominent) or notably smaller (less prominent) development.</p>
Medium	<p>The proposals are a visible and recognisable new element, moderately prominent within the scene. Possible screening of some, but not all elements. Alternatively, new development may replace existing buildings with larger (more prominent) or notably smaller (less prominent) development.</p>
Low	<p>The proposals would be a new, relatively small component in the overall view. Development may be seen at a distance in context of existing development and/or screening effects limit amount of new development in the view.</p>
Negligible	<p>May be substantive screening. Views over such a distance that barely distinguished from the general scene. Alternatively, development may replace existing development with buildings of the same or a similar scale. Overall, change to view imperceptible.</p>
Nil	<p>No change to the view</p>

The effects on views and visual amenity is assessed on the basis of a series of representative views. This enables an assessment of the effects on a range of typical receptors in the surrounding area.

A judgement is made by experienced assessors on the visual effect at each of the representative view positions having regard to the sensitivity (susceptibility to change and value) of the receptor, the degree of change that would be experienced and the qualitative nature of the change (i.e. whether overall it is beneficial, neutral or adverse). In some cases, whilst there may be changes to a view, where these are compatible with the context and will neither harm nor benefit the outlook they are assessed as being neutral.

It is recognised that whilst the description of the baseline, the identification of sensitive receptors and the prediction of the nature of the effects, can be objectively established, the sensitivity of receptors and the significance of the effect are essentially a qualitative judgement.





## **Appendix 2: Policy Context**

### 1.0 Statutory Development Plan

The statutory development plan relevant to this assessment is:

- The London Plan: The Spatial Development Strategy for London Consolidated with Alterations since 2011 (March 2016);
- Merton Council's Core Planning Strategy (adopted July 2011)
- Merton's Sites and Policies Plan, Policies Map (adopted July 2014)

### 2.0 The London Plan the Spatial Development Strategy for London Consolidated with Alterations since 2011 (March 2016)

The following policies of The London Plan have been identified as relevant:

Policy 7.4 Local Character. Development should "... have regard to the form, function, and structure of an area, place or street and the scale, mass and orientation of surrounding buildings... should improve an area's visual or physical connection with natural features. In areas of poor or ill-defined character, development should build on the positive elements that can contribute to establishing an enhanced character for the future function of the area." Buildings should be "...informed by the surrounding historic environment."

Policy 7.5 Public Realm. "Development should make the public realm comprehensible at a human scale, using gateways, focal points and landmarks as appropriate to help people find their way. Landscape treatment, street furniture and infrastructure should be of the highest quality, have a clear purpose, maintain uncluttered spaces and should contribute to the easy movement of people through the space. Opportunities for the integration of high quality public art should be considered, and opportunities for greening (such as through planting of trees and other soft landscaping wherever possible) should be maximised. Treatment of the public realm should be informed by the heritage values of the place, where appropriate."

Policy 7.6 Architecture. "Architecture should make a positive contribution to a coherent public realm, streetscape and wider cityscape. It should incorporate the highest quality materials and details that complement local architectural character. Buildings should be "of the highest architectural quality", have

complimentary building materials, be of a proportion, composition, scale and orientation which "enhances, activates...and defines the public realm". Buildings, particularly tall buildings should "not cause unacceptable harm to the amenity of surrounding land and buildings, particularly residential buildings...", "provide high quality indoor and outdoor spaces and integrate well with the surrounding streets and open spaces" be adaptable, inclusive and "optimise the potential of site"

Policy 7.7 Tall Buildings "Tall and large buildings should be part of a plan-led approach to changing or developing an area by the identification of appropriate, sensitive and inappropriate locations." They "...should not have an unacceptably harmful impact on their surroundings." Criteria for assessing tall and large buildings include:

- They should be generally located in opportunity areas or areas of intensification that have good access to public transport
- "only be considered in areas whose character would not be affected adversely by the scale, mass or bulk of a tall or large building"
- "relate well to the form, proportion, composition, scale and character of surrounding buildings, urban grain and public realm (including landscape features), particularly at street level"
- "... improve the legibility of an area, by emphasising a point of civic or visual significance where appropriate, and enhance the skyline and image of London"
- "incorporate the highest standards of architecture and materials, including sustainable design ..."
- "have ground floor activities that provide a positive relationship to the surrounding streets"
- "contribute to improving the permeability of the site and wider area, where possible"
- "make a significant contribution to local regeneration"
- whether a tall building would impact adversely on local or strategic views or
- be in a sensitive location affecting heritage assets

### 3.0 Local Policy

Relevant policies from Merton's Sites and Policies Plan (2014)

Policy DM D1: Urban design and the public realm states that 'proposals must impact positively on the character and quality of the public realm' inclusive of the following principles in design:

- "...urban layouts based on a permeable and easily navigable network ..."
- "The creation of urban environments which are easy to understand and navigate through, by provision of legible routes, spaces and landmarks and clearly defined buildings and spaces."
- "The maintenance and enhancement of identified important local views, panoramas and prospects and their settings and where appropriate, create new views."
- Provision of a clearly identifiable network of public streets and that provide "...a clear distinction and appropriate gradation between public and private space."
- In mixed use areas, developments 'must provide a mix of compatible uses appropriate to their location that together create high quality neighbourhoods, respect local character and promote vitality and vibrancy across the borough whilst supporting regeneration initiatives. Proposals must also interact positively with the public realm by the creation of active and attractive frontages that promote natural surveillance and not create dead frontage through lack of windows ...'

Policy DM D2: Design considerations in all developments emphasises high quality design and protection of amenity within the Borough. In order to achieve this, their criteria for new development include:

- Relate positively and appropriately to the siting, rhythm, scale, density, proportions, height, materials and massing of surrounding buildings and existing street patterns, historic context, urban layout and landscape features of the surrounding area;
- Use appropriate architectural forms, language, detailing and materials which complement and enhance the character of the wider setting;
- Provide layouts that are safe, secure and

take account of crime prevention and are developed in accordance with Secured by Design principles

- Protect new and existing development from visual intrusion... so that the living conditions of existing and future occupiers are not unduly diminished
- Conserve and enhance the natural environment, particularly in relation to biodiversity and wildlife habitats and gardens;
- Ensure trees and other landscape features are protected
- Ensure that landscaping forms an integral part of any new development where appropriate
- Ensure the highest practical standards of access and inclusion and be accessible to people with disabilities.

### Raynes Park Sites and Policies Plan

Immediately to the north of the site is a designated green corridor and Site of Importance of Nature Conservation which is subject to Policies CS13 and DM02

(Flood zone 2 and in archaeology priority zone).

### Core Planning Strategy (2011)

As part of Merton's Core Strategy Spatial Vision, it seeks to protect what is good and valued by:

- 'Conserving and enhancing Merton's green character and historic environment;'
- 'improving the public realm throughout the borough;'
- 'Recognising Merton's valued suburban and urban character when providing a mix of new homes, including family homes;'

The 10 year vision, stipulates that 'across Merton the historic environment will be conserved and enhanced, ensuring that new development complements the borough's distinct local character through high quality sustainable design.'

Strategic Objective 8 promotes 'a high quality urban and suburban environment in Merton where development is well designed and contributes to the function and character of the borough' through mechanisms including the application of 'high quality design standards to all new development'.

The site shown in the Raynes Park Sub Area –

Policy 4 map (Figure 14.1) to be in an Industrial Area. It identifies two residential areas to the east of the railway line where local character should be respected.

Policy CS4 sets out a requirement in the surrounding areas of Raynes Park Local Centre to 'respect local character and amenity in surrounding neighbourhoods'.

Chapter 18: Housing policies 8-10 and paragraph 14.6 in the Raynes Park Sub area section identify a range of 500-600 new homes to be accommodated through the plan period. The provision will include residential development within the surrounding areas of the town centre and intensification of existing uses.

Policy CS 14: Design states that 'All development needs to be designed in order to respect, reinforce and enhance the local character of the area in which it is located and to contribute to Merton's sense of place and identity.' This will be achieved by:

- conserving and enhancing industrial heritage
- promoting high quality sustainable design that 'responds to heritage assets and the wider historic environment to enhance local character and distinctiveness'
- 'Protecting the valued and distinctive suburban character of the borough by resisting the development of tall buildings where they will have a detrimental impact on this character. Tall buildings may therefore only be appropriate in the town centres of Colliers Wood, Morden and Wimbledon, where consistent with the tall buildings guidance in the justification supporting sub-area policies, where of exceptional design and architectural quality, where they do not cause harm to the townscape and significance of heritage assets and the wider historic environment, and where they will bring benefits towards regeneration and the public realm.'
- The encouragement of well designed housing in the borough which does 'not result in an adverse impact on the suburban characteristics of the streetscape.'
- Drawing on 'objectives, proposals and policies within national, regional and local policy, including local guidance or evidence such as design guides, character appraisals and

management plans to shape new built form and enhance the overall design quality of the borough.'

Figure 22.2 sets out Merton's Distinctive Areas of the Borough, identifying adjacent areas to the north and south of the development as 'Large Scale Industrial Warehousing and Retail Parks' and the residential area to the east as 'Medium Intensity Suburban Development'

Paragraph 22.20 states 'tall buildings are generally not appropriate within the borough due to its predominately suburban low rise character, and will be resisted in all areas of the borough where they will be detrimental to this valued character'. However these may be suitable where:

- Regeneration is envisaged
- There is good transport accessibility
- There is a higher building precedent.

#### 4.0 Other material considerations

##### Design SPG (2004)

Character – A Place with its Own Identity is an urban design objective within the guidance which puts emphasis on 'promoting character in townscape and landscape, by responding to and reinforcing locally distinctive patterns of development, landscape and culture'. Considerations within this objective are:

- Land form and character
- Integrating new development into its landscape setting
- Responding to existing building layouts, streets and spaces.
- Building forms and patterns
- Local materials and building methods
- Scale massing and height.

Merton has produced a draft Borough Character Study which identifies the site within neighbourhood 22. Shannon Corner, which has yet to have a draft section. The introduction of the document sets out the following criteria and definitions for assessment:

- IDENTITY: Clearly identifiable "edges" that distinguish it from the surrounding development
- ARCHITECTURAL INTEREST: Area containing buildings of architectural or

historic interest

- TREES: Significant trees or shrubs that make a positive contribution to the identity of the area
- ECONOMIC VITALITY: Area with few vacant or underused sites which affect the character
- URBAN LAYOUT: Strong street pattern or road layout with well defined public spaces
- BUILT FORM: Buildings with cohesive scale, massing and details
- LANDSCAPE: Green open spaces or riverside areas that make a positive contribution to the identity of the area
- MOVEMENT: Building and street layout that is easy to find your way around with good connections to the surrounding streets
- PUBLIC REALM: High quality public realm and or generally consistent boundary treatments
- FEATURES: Topography, significant views or landmarks that contribute to the experience of being within the area

#### 5.0 Character and Context SPG (2014)

Character is defined as 'a dynamic concept – evolution and change are a fundamental characteristic of London.' (Box 3.1).

Paragraph 7.27 on defining key characteristics states that 'Elements of character may be both positive or negative, and changes which affect these characteristics need not always be seen in a negative light as the change could ultimately be beneficial for the character of the place, either through improving existing negative elements or through the creation of a completely new character.'

To understand what is important and valued, paragraph 7.30 states 'Key characteristics can be used to draw out key positive features or attributes as well as negative features to articulate what is important and why...This understanding of what is valued and the reasons why can be used to help guide future change in an area. It can also be used to help articulate and evaluate the area's sensitivity and capacity for change which can then be used to inform mitigation and design outcomes.'

#### 6.0 National Policies

##### National Planning Policy Framework 2019

To achieve sustainable development, Paragraph 8 establishes an overarching environmental objective to 'contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land'.

Paragraph 20 sets out the overall strategy for quality of development, which is inclusive of 'conservation and enhancement of the natural, built and historic environment'.

Paragraphs 117-118 state that decisions should promote the effective use of land (para 117), giving substantial weight to the value of using suitable brownfield land for homes and other needs (118c) and promoting development of under-utilised land (118d).

On achieving appropriate densities Paragraph 122 d and e state "Decisions should support

development that makes efficient use of land, taking into account...

...the desirability of maintaining an area's prevailing character and setting (including residential gardens) or of promoting regeneration and change and the importance of securing well-designed, attractive and healthy places."

To achieve well-designed places paragraph 127 identifies that planning decisions should ensure that developments "function well and add to the overall quality of an area..." They should also be "...visually attractive as a result of good architecture, layout and appropriate and effective landscaping..."; "...sympathetic to local character and history including the surrounding built environment and landscape setting while not preventing or discouraging appropriate innovation or change (such as increased densities); establish or maintain a strong sense of place..." and "optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks..."

Section 12 on Achieving well-designed places puts onus on planning policies and decisions to ensure that developments:

- 'are visually attractive as a result of good architecture, layout and appropriate and

# Policy Context

effective landscaping’

- ‘are sympathetic to local character and history, including the surrounding built environment and landscape setting’
- ‘establish or maintain a strong sense of place’
- Use ‘building types and materials to create attractive, welcoming and distinctive places’

Development plan policies should be give weight according to their degree of consistency with the NPPF (para 213)

## **Planning practice guidance (PPG):**

The PPG provides further guidance on the importance of good design. This includes:

- “Achieving good design is about creating places, buildings, or spaces that work well for everyone, look good, last well, and will adapt to the needs of future generations.” (paragraph 001).
- “...enhance the quality of buildings and spaces, by considering amongst other things form and function; efficiency and effectiveness and their impact on well being...” (paragraph 002).
- “Development proposals should reflect the requirement for good design set out in national and local policy. Local planning authorities will assess the design quality of planning proposals against their Local Plan policies, national policies and other material considerations.” Local planning authorities should refuse permission for development of poor design. “Local planning authorities should give great weight to outstanding or innovative designs which help to raise the standard of design more generally in the area. This could include the use of innovative construction materials and techniques.” (para 005).
- “A thorough assessment of the impact on setting needs to take into account, and be proportionate to, the significance of the heritage asset under consideration and the degree to which proposed changes enhance or detract from that significance and the ability to appreciate it...” (para 013).
- “Local planning authorities may identify non-designated heritage assets. These are buildings, monuments, sites, places, areas or landscapes identified as having a degree of significance meriting consideration in planning decisions but which are not formally

designated heritage assets. In some areas, local authorities identify some non-designated heritage assets as ‘locally listed’ (para 039).

- A substantial majority of buildings have little or no heritage significance and thus do not constitute heritage assets. Only a minority have enough heritage interest for their significance to be a material consideration in the planning process” (para 039).

## **Draft London Plan**

The Draft new London Plan showing Minor Suggested Changes was published in August 2018 following the consultation on the Consultation Draft (published December 2017). The draft London Plan is to be considered by a EiP which commences in January 2019. Although the current 2016 London Plan is the adopted Development Plan, the Draft London Plan is a material consideration in planning decisions.

Draft Policy HC1 states that Development Plans should draw on knowledge and understand on the historical environment and heritage values of a site or areas to effectively integrate London’s heritage in regenerative change by ‘utilising the heritage significance of a site or area in the planning and design process’ and ‘integrating the conservation and enhancement of heritage assets and their settings with innovative and creative contextual architectural responses that contribute to their significance and sense of place’.

Draft Policy D1 states that development design should ‘respond to local context by delivering buildings and spaces that are positioned and of a scale, appearance and shape that responds successfully to the identity and character of the locality’.

Under draft Policy D2: Delivering good design, boroughs should take into account ‘urban form and structure (for example townscape, block pattern, urban grain, extent of frontages, building heights and density)’ and ‘historical evolution and heritage assets (including an assessment of their significance and contribution to local character)’ when preparing Development Plans and area based strategies.

Draft paragraph 3.2.3 expands on this, stating that ‘Understanding the existing character and context of individual areas is essential in determining how different places may develop in the future. An evaluation of the current characteristics of a place, how its past social, cultural, physical and environmental influences have shaped it and what

the potential opportunities are for it to change will help inform an understanding of an area’s capacity for growth.’

Draft Policy E7 on Intensification, co-location and substitution of land for industry states that Mixed-use or residential development proposals on Non-Designated Industrial Sites will be supported where the site has been allocated in a development plan where there is no reasonable prospect of use for industrial or related purposes.

## **Merton’s Local Plan: Stage 2 consultation draft**

London Borough of Merton are producing a Local Plan which will set out the strategic framework for development in the Borough to 2035. On adoption, this new Local Plan will supersede all existing policies in the Core Planning Strategy (2011), Sites and Policies Plan (2014) and the Policies Map (2014). The Borough have published a preferred options document Local Plan: Stage 2 consultation draft October 2018 for which the consultation period will end in January 2019. The adoption of Merton’s Local Plan to 2035 is anticipated in 2020.

The Key Diagram indicated that the site is within an Opportunity Area Planning Framework within Raynes Park. Moreover, within draft Policy N3.4: Raynes Park, the site is identified within Site RP3 for ‘Comprehensive redevelopment of the site to retain the supermarket with the same floorspace as exists in a new, purpose built unit and to optimise the remainder of the site for new homes, landscaping and access.





# **Appendix 3: Visualisation Methodology**



# **265 Burlington Road Statement Appendix - 'Verified Views'**

**The Visualiser**

Belgravia Workshops, London N19 4NF. Tel : 020 7561 8969, [www.thevisualiser.co.uk](http://www.thevisualiser.co.uk)



# Proposed development: 265 Burlington Road

Accurate Visual Representation  
Verifiable Photomontage Images  
Methodology and Supporting Evidence

The Visualiser Ltd  
May 2019



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## 1.0 Overview

The Visualiser was commissioned by Redrow Homes London to produce a series of verified dimensionally accurate photomontage to allow visual assessment of the Proposed Development known as 265 Burlington Road .

This document has been prepared by The Visualiser Ltd to explain the methodology and practices leading to the final verified view images and provides a step-by-step description of how, based on current best practice techniques. The Visualiser Ltd produced an accurate representation of the proposed scheme in pictorial form in a transparent, structured and replicable production procedure.

The photomontaged verified images show a render, derived from a 3D computerized model of the development, superimposed on photographs and panoramic views from selected viewpoints around the site.

The images are meant to serve as a visual tool by accurately representing the scale, form, massing, proportion and relationship to other structures, skyline and points of interest, thus allowing a better evaluation of the proposed development's visual impact.

Note (citation from Landscape Institute advice note 01/11):

Two-dimensional photographic images and photomontage alone cannot capture or reflect the complexity underlying the visual experience, and should therefore be considered an approximation of the three - dimensional visual experiences that an observer would receive in the field.

All information regarding the Proposed Development was supplied to The Visualiser in digital format by TP Bennett.

Best practice standards for producing accurate visual representation were maintained. Recommendations and reference from the following documents: Landscape Institute Advice Note (January 2011) 'Photography and Photomontage in Landscape and Visual Impact Assessment', and where relevant, London Plan 2011 Implementation Framework (March 2012), London View Management Framework Supplementary Planning Guidance: Appendix C:

"Accurate Visual Representations, were implemented to provide an impartial, objective and as realistic as possible view of the proposed development with acceptable levels of accuracy, replicability, transparency of process and openness to scrutiny."

This document also sets out additional information in relation to aspects of the production process such as: viewpoints, photography, Cad (computer aided design) 3d modelling, camera matching methodology and some of the verification that have been carried out to ensure the accuracy of Photomontage images.

The responsible parties for the preparation of the verified views set out in the following pages comprise:

Photography:  
The Visualiser Ltd  
Unit 110 , Belgravia Workshops  
London N19 4NF  
Tel: 0207 561 8969

265 Burlington Road scheme 3D model:

TP Bennett  
One America Street  
London SE1 0NE  
+44 (0)20 7208 2000  
london@tpbennett.com

Survey of existing anchor points and camera locations:  
Supporting Statement and evidence of the Surveyor team is included.

Datum Survey Services Ltd  
Brickfield Business Centre  
Brickfield House  
High Road  
Thornwood, Epping  
Essex CM16 6TH  
Phone: 07977 111935

## 2.0 Methodology

### 2.1 Photography

The photographic method used for the baseline photographs i.e, combination of lens, camera format and final presentation of image deployed were chosen to best represent the relevant landscape which includes both the site where the scheme is proposed and its context so that both the proposal's appearance and its place within its environment can be recognized and understood.

Photographic methodology is compliant with Landscape Institute Advice Note (January 2011) 'Photography and Photomontage in Landscape and Visual Impact Assessment', and where relevant, London Plan 2011 Implementation Framework (March 2012), London View Management Framework Supplementary Planning Guidance: Appendix C: Accurate Visual Representations,

Information on the camera, lens, OS grid coordinates for the viewpoint, angle and direction of view, date, time, weather and lighting conditions is included and the horizontal field of view is indicated in each case.

#### 2.1.1 Base Photography (View Locations, Date and Time of photography)

The base photography was taken from 8 view points locations with public access. Base photography was taken on the 8th November 2018. (winter conditions).

The original time in which the baseline photographed image is stated as well as lens information is noted on each of the final photomontaged visuals.

All photography was done using a Canon 5d Mark IV digital Camera.

#### Lenses and Photo stitching

Except where panoramic photography is required (section 2.1.2), base photography for all viewpoints was done using a Cannon TS 24 mm tilt and shift lens. This particular lens was selected because it provides a wide field of view whilst keeping low distortion hence allowing visual consideration of the environment into which the scheme is designed to be built. The shift function of the lens allows taking additional photos which are later composed together without changing the perspective, thereby extending the visual limits without increasing the visual distortion.

#### 2.1.2 Panoramic Photography and stitching

Occasionally a single lens does not allow a wide enough field of view hence a panoramic (stitched from several single lens photos) view is produced.

To ensure minimum distortion whilst composing panoramic images, panoramic Photography was done with Canon 5d Mark II digital camera with a fixed 24 mm Lens mounted in Portrait mode on a Manfrotto MH057A5 virtual reality and panoramic head.

The Visualiser has composed the panoramic images using the original photographs.

Panoramic images have a wide field of view, hence when accurately rendering and composing the images some distortion in the form of curving lines is inevitable. Without changing the overall scale or accuracy of representation, minor straightening can be introduced for the sake of visual conformity

#### 2.1.3 Viewpoints

Visualization viewpoints are all accessible to public.

Viewpoint Locations were instructed by Lichfields in conjunction with the Planning case Officer.

## 2.1.4 Perspective and Correct Viewing Distance

[Quote from LI Advice Note 1/11 (March 2011) Advice on photography and photomontage]

The correct viewing distance, i.e. The distance at which the perspective in the image correctly reconstructs the perspective seen from the point at which the photograph was taken, is calculated for each of the views, thus allowing a close as possible match to the way a human eye will perceive the perspectives.

The viewing distance and the Vertical field of view together determine the overall printed image size. Any print should be accompanied with a recommended viewing distance. Whilst it is accepted that the viewing distance for hand-held photographs and photo-montages should be between 300mm and 500mm (SNH 2006, para 126) for correct viewing experience it is recommended to determine the correct viewing distance which corresponds to the printed image size.

It is also recommended to mount cylindrical panoramic visuals on a curved surface (which radius is confirming to the correct viewing distance). Table 3.3 indicates the viewing distance for an A3 (width 400mm) and A2 (width 600mm) print sizes. The following trigonometric formula can be used for calculating correct viewing distance according to print size.[end quote]

### Viewing Distance calculation

$$d = y/2 \tan(\alpha/2)$$

y = height of image printed size [CM]

d = viewing distance [CM]

$\alpha$  = Field of View (VFOV) angle of the image in Degrees

Individual value for each visual can be found on the corresponding page

## 2.2 Survey Methodology Statement for: 265 Burlington Road

### 2.2.1 Project Brief

We were commissioned by The Visualiser Ltd. To supply survey data for 8 verifiable views. Electronic copies of the views together with camera point locations were provided by the photographer. The survey works were undertaken in November 2018.

### 2.2.2 Camera Point Positioning

Network RTK solutions were established using a Leica GPS + GLONASS SmartRover receiver. The equipment was set-up over the camera position and multiple observations were recorded. A second (reference) point was taken approximately 100m away from the camera position using the same method.

### 2.2.3 Data Capture

Traditional survey techniques were then employed to record the points of detail within each view. A Leica TCRA TS16 Total Station with long range reflector- less distance measurement capabilities was set-up over the camera point and orientated to Ordnance Survey National Grid using the two sets of co-ordinates determined by the SmartRover receiver. An average of 15 detail points were then surveyed throughout each image

### 2.2.4 Deliverables

The completed survey data was issued as follows.

- Microsoft Excel Spreadsheet comprising point numbers, co-ordinate data and descriptions.
- JPG copies of each photo with point locations and view specific point numbers clearly marked.
- AutoCAD DWG file containing 3D survey points with view specific point numbers.

## 2.3 3d Modelling

### 2.3.1 Proposed Scheme 3d Model

The 3d model of the proposed scheme, which is was used for the production of the following visuals depicted superimposed on the existing baseline photographs, was constructed by TP Bennett using Sketch Up Software. Additional details and modifications were added by The Visualiser team.

The 3d model was orientated and positioned according to ordnance survey coordinates and height, the survey points were than added and crossed checked .

### 2.4 Camera matching Photomontage and composition

Photomontage seek to imitate a photograph of the actual scene as modified by the insertion of the proposed development.

Explanatory text is provided to describe the procedure used to fit the rendered image to the underlying photographic view.

The first step includes insertion of the surveyed points into a three dimensional electronic drawing space in 3Dstudio Max (Autodesk) which contains an ordnance survey drawing of the site ,thus establishing the relation between the existing site and the surveyed points. Each of the points is checked against its existing environment description and confirmed.

The survey points are checked for abnormalities and omitted if necessary.

Camera matching is performed by accurately locating the anchor (survey) points on the backdrop of the baseline image corresponding to each view. This process is repeated for each of the selected views. This process is performed with an with close attention to detail and the highest possible accuracy.

When necessary the horizon line is calculated and marked on the Baseline photographs. Camera matching process is performed again and the horizon line is checked against the backdrop. The matched camera location, view direction and lens are checked against the real camera that was used for the photography.

Once camera matching has been achieved and additional checks have confirmed the accuracy of the 3d electronic space coordinates, the 3d scheme model is rendered onto the back plate photograph using 3d studio max.

To increase accuracy and minimize distortions , in certain visuals, an additional Camera match was performed, as an added measure, using a cropped section of the original baseline photograph.

Lighting conditions are set so as to simulate realistically the conditions in the site when the photography was performed. Sun light position and height settings are set to correspond accurately to the existing photography in terms of time of year, time of day and site location. The scheme model is then rendered against the backdrop of the corresponding baseline photograph for each of the selected viewpoints.

### 2.5 Post production

Final composition and checks of the match is done in Adobe Photoshop software where the rendered image is composed on its corresponding baseline photograph.

A visual treatment process using Adobe Photoshop follows in order to make the rendered elements portray the scheme as the designer architects have envisioned it as well as creating a visually aesthetic blend with the existing photograph's elements.

The scale and position of the featured scheme are already set and do not change at this stage which is more artistic in nature and requires interpretation from the Visualiser who consults closely with the scheme's architects regarding the pictorial interpretation of textures and materials and visual effects depicted in the rendered scheme.

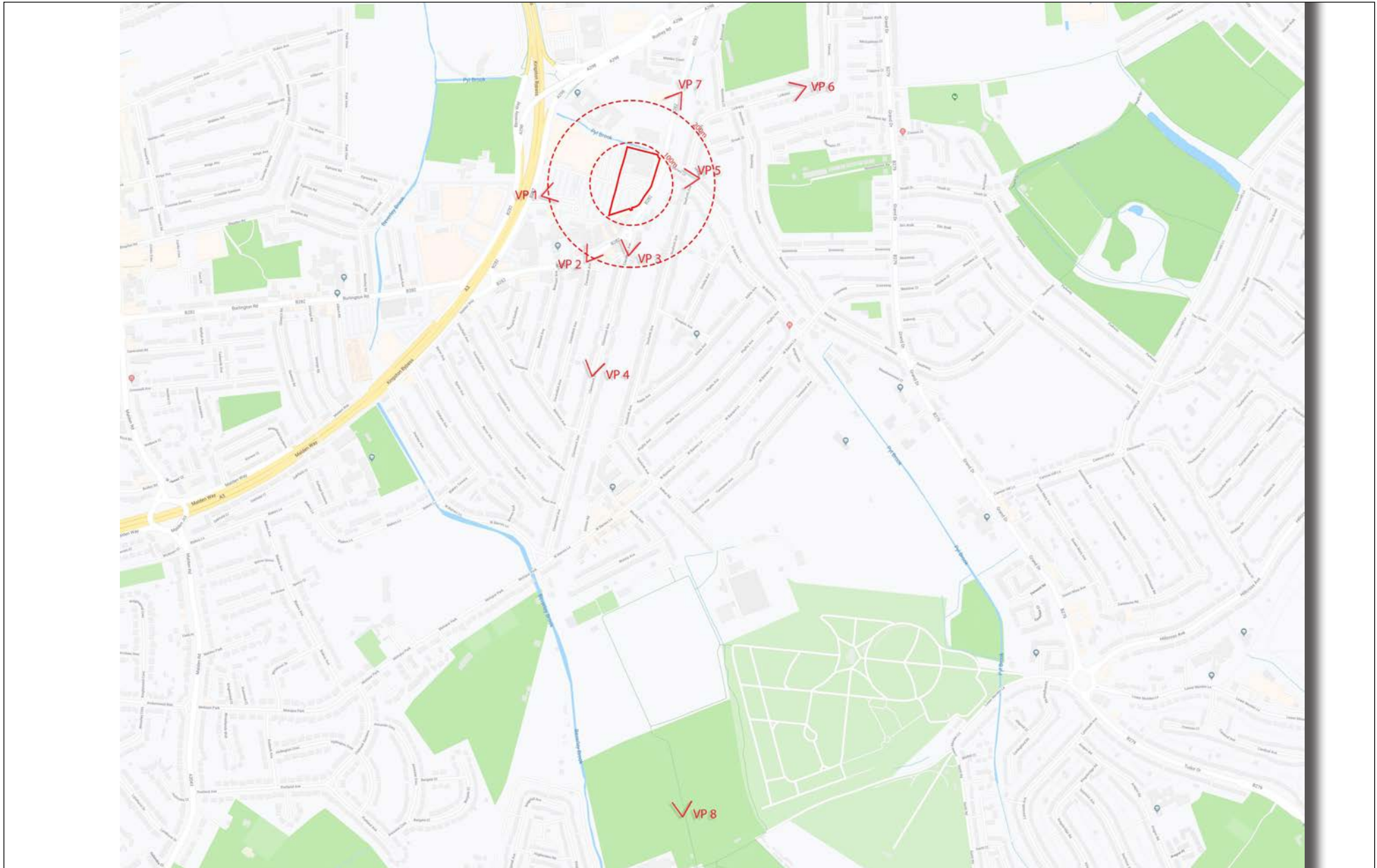
This stage can include:

1. Bringing forward foreground elements (obscuring the proposed scheme) such as lamp posts, trees, buildings.
2. Colour balancing (contrast, saturation etc') according to lighting and general image conditions.
3. Applying depth of field effects more accurately to simulate physical distance to the rendered elements
4. Correcting of panoramic curvature lines (original image included)

## **3.0 Supporting Evidence**



### 3.1 Viewpoints map



### 3.2 Views Table

Viewpoint	Grid Reference		Viewpoint Height (AOD)	Focal Length of Lens (Horizontal)	Photo/series ref	Distance from Site	Date / Time	Horizontal Field of View	Render type
	E	N							
VP01	522447.466	168388.425	14.616	24mm	0554	188mm	8/11/2018, 13:12	73°	AVR 3
VP02	522557.753	168234.737	14.491	24mm	0501	128m	8/11/2018, 12:04	74°	AVR 3
VP03	522657.662	168254.074	14.977	24mm	0479	91m	8/11/2018, 11:54	74°	AVR 3
VP04	522578.558	167963.704	18.679	24mm	0514	382m	8/11/2018, 12:13	74°	AVR 3
VP05	522817.924	168441.000	14.975	24mm	0435	86m	8/11/2018, 11:24	74°	AVR 3
VP06	523065.068	168664.369	17.821	24mm	0418	370m	8/11/2018, 11:10	74°	AVR 1
VP07	522772.220	168642.849	14.656	24mm	0447	147m	8/11/2018, 11:31	74°	AVR 3
VP08	522823.822	166930.092	22.133	24mm	0528	1385m	8/11/2018, 12:44	74°	AVR 1

### 3.3 Recommended Print Dimentions and Viewing distances.

Viewpoint	Vertical FOV [Degrees]	Print 1 (400mm viewing distance)		Print 2 (300 mm Height)	
		Viewing dist	Print height Height	Viewing dist	Print /size
All Viewpoints	53.3°	400mm	400mm	300mm	300mm

### 3.4 Demonstrated Methodology

Following demonstrated procedure was perform for all the view points.

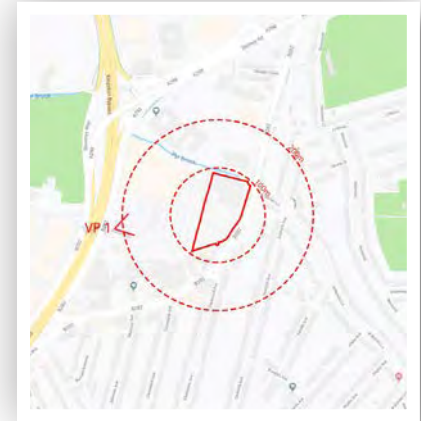
#### VP 1

Surveyed points ordnance survey coordinates

for baseline photograph number 554

Date: 08/11/2018 Time: 13:12

Point ID	Easting	Northing	Ortho Height
C1	522447.466	168388.425	14.616
101	522454.815	168396.106	14.544
102	522461.439	168396.835	16.647
103	522541.873	168449.732	20.788
104	522512.494	168420.153	16.955
105	522474.343	168397.447	20.768
106	522491.130	168395.381	17.623
107	522529.039	168416.591	21.515
108	522453.954	168388.870	14.526
109	522545.803	168359.195	17.272
110	522769.790	168376.150	23.093
111	522505.518	168392.780	20.640
112	522481.520	168391.522	14.318
113	522521.149	168390.777	16.361
114	522525.170	168405.654	16.409
115	522562.539	168447.501	24.915



VP 1



Model and camera location - 3D Studio Max screen capture



Original photograph



Original photograph with survey points



Camera match to survey points - 3D Studio Max screen capture



Camera match with wireline model - 3D Studio Max screen capture



Final camera match with fully rendered model

**Accurate visual representation Images  
265 Burlington Road  
Proposed Scheme**

VP 1 - Existing

Date 08/11/2018, Time 13:12, Distance from site 188 m





VP 2 - Existing

Date 08/11/2018, Time 12:04, Distance from site 128 m







VP 3 - Existing

Date 08/11/2018, , Time 11:54, Distance from site 91 m





VP 4 - Existing

Date 08/11/2018, Time 12:13, Distance from site 382 m





VP 5 - Existing

Date 08/11/2018, Time 11:24, Distance from site 86 m





VP 6 - Existing

Date 08/11/2018, Time 11:10, Distance from site 370 m







VP 7 - Existing

Date 08/11/2018, Time 11:31, Distance from site 147 m





VP 8 - Existing

Date 08/11/2018, Time 12:44, Distance from site 1385 m





