Prince Albert Road, London

Representative Views & Methodology by **Visualhorizon3D**

For **Planning Resolution Limited**

Designed by **ALISTAIR DOWNIE**

3rd May 2024

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1.00 Introduction

1.1 The AVRs (accurate visual representations) shown in this document are of the proposed scheme at Prince Albert Road, London, designed by ALASTAIR DOWNIE.

1.2 This document and the images herein were created by Visualhorizon3D. Visualhorizon3D are Architectural Visualisation Specialists and were commissioned by Planning Resolution Ltd to produce the AVRs and associated methodology only. This document should be read in conjunction with all other submitted planning application documentation, including any Visual Impact Assessment reports.

1.3 The brief was to present the existing scenario, proposed AVR views and to describe the methodology used to create them.

1.4 All information regarding the development was supplied in digital format by ALASTAIR DOWNIE, including the 3D CAD model.

1.5 A general note regarding AVRs. The Landscape Institute Technical Guidance Note 06/19 (1.2.13) states, 'Two-dimensional visualisations, however detailed and sophisticated, can never fully substitute what people would see in reality. They should, therefore, be considered an approximation of the three-dimensional visual experiences that an observer might receive in the field.'

1.6 It was decided by Planning Resolution Ltd that views 1, 3, 4, 5, 6, 7 and 9 should be presented as fully rendered AVRs (AVR level 3), with balcony options A (Solid) and B (railings) shown for views 1, 3 and 9. Views 2 and 8 were instructed to be shown as dashed line location and size AVRs (AVR level 0) for the proposed.

1.7 Various guidelines are consulted when creating AVRs. This includes the following;
London View Management Framework - Appendix C: Accurate Visual Representations.
Landscape Institute - TGN 06/19 (Technical Guidance Note 2019).
Guidelines for Landscape & Visual Impact Assessment (GLVIA) Third Edition 2013

1.8 The methodology used to create these views is described in the methodology sections of this report (sections 4 to 8).

1.9 In some sections of this report where it is marked thus #, please refer to the footnotes at the end of the relevant section for further information.

2.00 Selection of View Locations

2.1 The location of the views in this instance were instructed by Planning Resolution Ltd, presumably after consultation with the relevant local authority and professional consultants.

2.2 The adjacent image (Fig. 2.11) indicates the view location numbers and shows the relationship between the locations and the site itself (highlighted blue).

2.3 Views 5 to 9 were instructed to be taken in winter.

2.4 The view numbers and descriptions are described below.

View 1 Prince Albert Road.

View 2 London Zoo (outside entrance).

View 3 Prince Albert Road.

View 4 Primrose Hill. The summit (summer).

View 5 Primrose Hill. The summit (winter).

View 6 Central path within Primrose Hill park.

View 7 Path within Primrose Hill park, near St. Edmund's terrace.

View 8 Path within Primrose Hill park, near south east entrance.

View 9 The Broad Walk footbridge.

Figure 2.11

3.00 Location Plans, View Orientation, Tripods and Existing & Proposed Views

View 1

Overall view locations & Orientation

Specific View location

Camera tripod location

Viewpoint 1 EXISTING

AVR Type:	3	Camera Make, Model & sensor format:	Nikon, D610 & Full Frame Sensor	Coordinates (Easting/Northing):	528124.479 / 183664.317 M
Date:	3-10-2023	Make & focal length of Lens:	Nikkor 24mm Tilt-shift	Height Above Ordnance Datum (AOD):	35.924 M
Time of Photograph:	10.50	Horizontal Field of View (HFoV):	73.59°	Distance to scheme:	25.4 M
Location:	Prince Albert Road	Direction of View from North (0°):	325.6°	Height of Camera:	1.50 M

Planning Application.
Prince Albert Road, London, NW1 7ST.
Designed by ALISTAIR DOWNIE.
Images produced by Visualhorizon3D

Viewpoint 1 PROPOSED. Option A

AVR Type:	3	Camera Make, Model & sensor format:	Nikon, D610 & Full Frame Sensor	Coordinates (Easting/Northing):	528124.479 / 183664.317 M	**Planning Application.**	
Date:	3-10-2023	Make & focal length of Lens:	Nikkor 24mm Tilt-shift	Height Above Ordnance Datum (AOD):	35.924 M	Prince Albert Road, London, NW1 7ST.	
Time of Photograph:	10.50	Horizontal Field of View (HFoV):	73.59 °	Distance to scheme:	25.4 M	Designed by ALISTAIR DOWNIE.	
Location:	Prince Albert Road	Direction of View from North (0°):	325.6 °	Height of Camera:	1.50 M	Images produced by Visualhorizon3D	

Viewpoint 1 PROPOSED. Option B

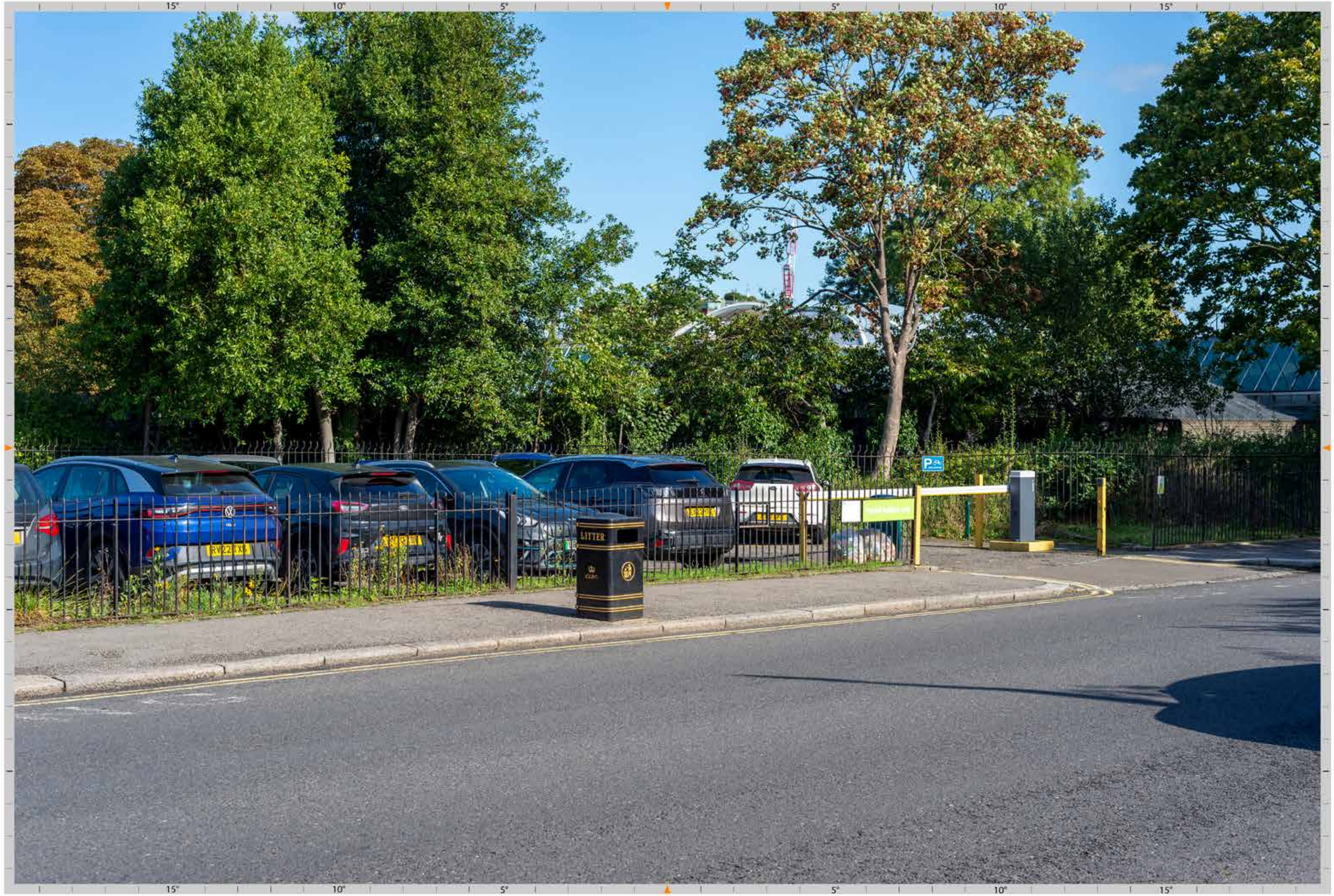
AVR Type:	3	Camera Make, Model & sensor format:	Nikon, D610 & Full Frame Sensor	Coordinates (Easting/Northing):	528124.479 / 183664.317 M	**Planning Application.**	
Date:	3-10-2023	Make & focal length of Lens:	Nikkor 24mm Tilt-shift	Height Above Ordnance Datum (AOD):	35.924 M	Prince Albert Road, London, NW1 7ST.	
Time of Photograph:	10.50	Horizontal Field of View (HFoV):	73.59 °	Distance to scheme:	25.4 M	Designed by ALISTAIR DOWNIE.	
Location:	Prince Albert Road	Direction of View from North (0°):	325.6 °	Height of Camera:	1.50 M	Images produced by Visualhorizon3D	

View 2

Overall view locations & Orientation

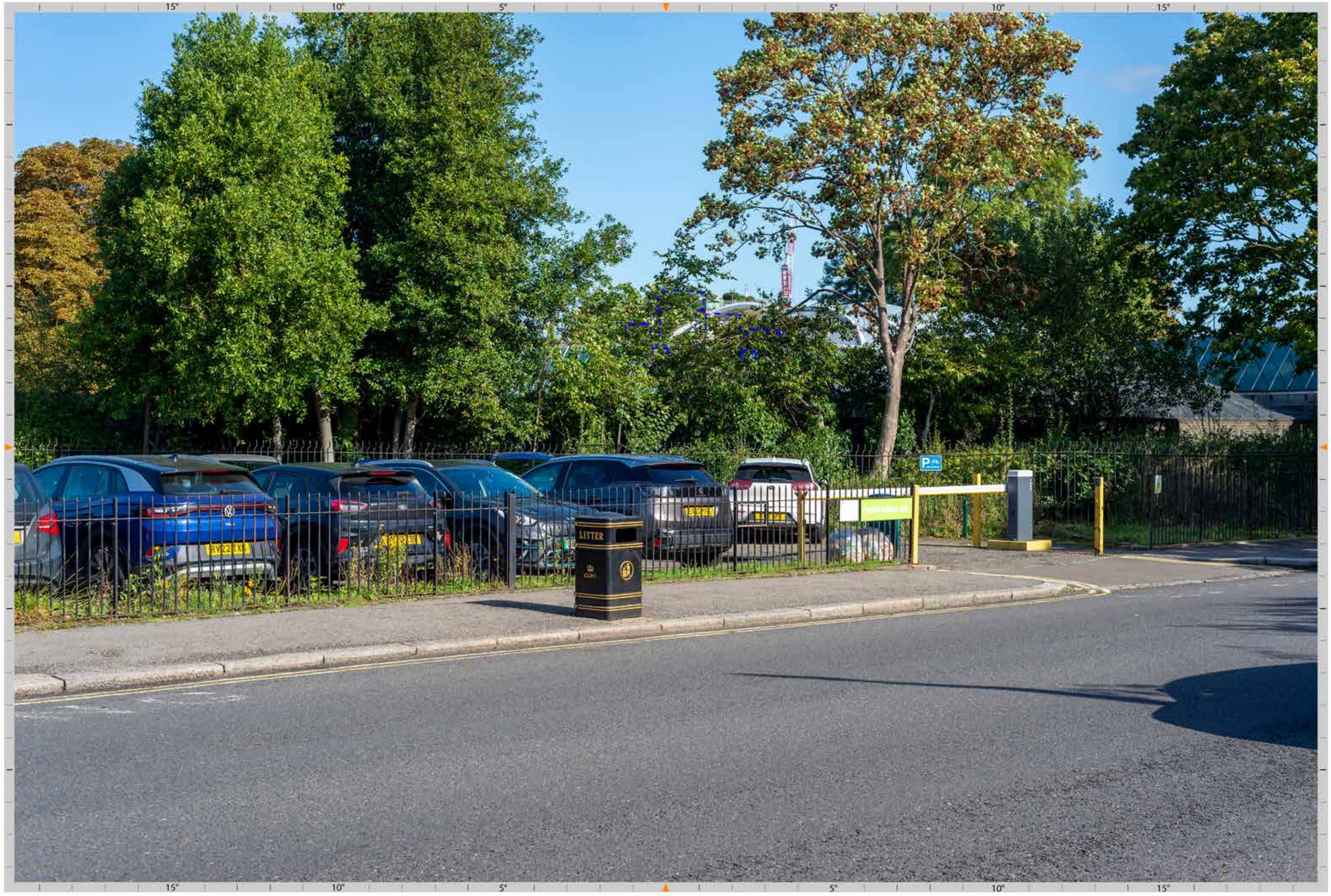
Specific View location

Camera tripod location



Viewpoint 2 EXISTING

AVR Type:	0	Camera Make, Model & sensor format:	Nikon, D610 & Full Frame Sensor	Coordinates (Easting/Northing):	528002.898 / 183485.385 M	**Planning Application.**	
Date:	3-10-2023	Make & focal length of Lens:	Nikkor 50mm	Height Above Ordnance Datum (AOD):	38.917 M	Prince Albert Road, London, NW1 7ST.	
Time of Photograph:	11.21	Horizontal Field of View (HFoV):	39.5°	Distance to scheme:	214.3 M	Designed by ALISTAIR DOWNIE.	
Location:	Outer Circle, London Zoo Entrance	Direction of View from North (0°):	25.0 °	Height of Camera:	1.56 M	Images produced by Visualhorizon3D	



Viewpoint 2 PROPOSED

AVR Type:	0	Camera Make, Model & sensor format:	Nikon, D610 & Full Frame Sensor	Coordinates (Easting/Northing):	528002.898 / 183485.385 M
Date:	3-10-2023	Make & focal length of Lens:	Nikkor 50mm	Height Above Ordnance Datum (AOD):	38.917 M
Time of Photograph:	11.21	Horizontal Field of View (HFoV):	39.5°	Distance to scheme:	214.3 M
Location:	Outer Circle, London Zoo Entrance	Direction of View from North (0°):	25.0 °	Height of Camera:	1.56 M

Planning Application.
Prince Albert Road, London, NW1 7ST.
Designed by ALISTAIR DOWNIE.
Images produced by Visualhorizon3D

View 3

Overall view locations & Orientation

Specific View location

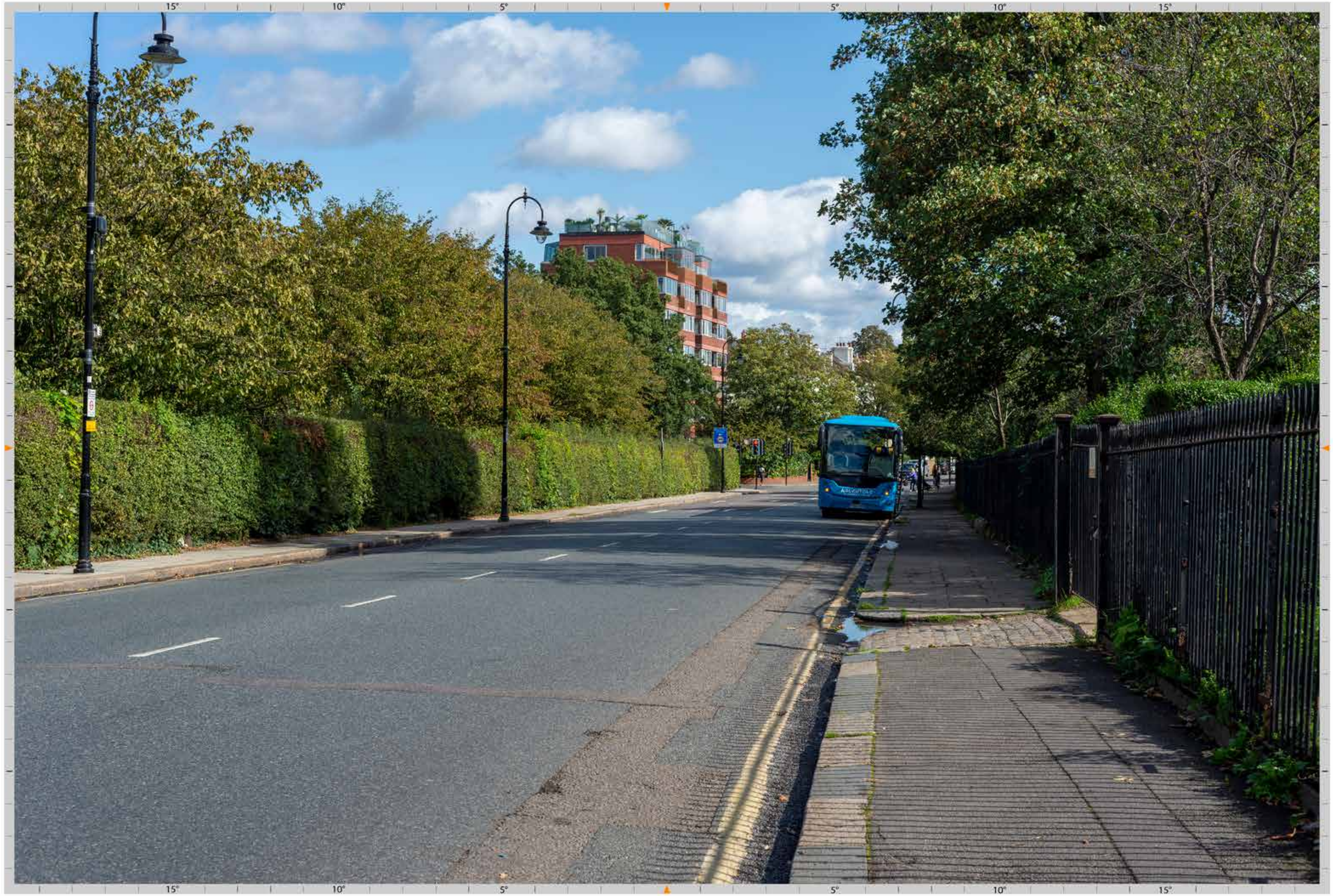
Camera tripod location

Viewpoint 3 EXISTING

AVR Type:	3	Camera Make, Model & sensor format:	Nikon, D610 & Full Frame Sensor	Coordinates (Easting/Northing):	527951.321 / 183613.715 M	**Planning Application.**	
Date:	3-10-2023	Make & focal length of Lens:	Nikkor 50mm	Height Above Ordnance Datum (AOD):	37.509 M	Prince Albert Road, London, NW1 7ST.	
Time of Photograph:	12.25	Horizontal Field of View (HFoV):	39.5	Distance to scheme:	153.6 M	Designed by ALISTAIR DOWNIE.	
Location:	Prince Albert Road	Direction of View from North (0º):	63.7 º	Height of Camera:	1.52 M	Images produced by Visualhorizon3D	

Viewpoint 3 PROPOSED. Option A

AVR Type:	3	Camera Make, Model & sensor format:	Nikon, D610 & Full Frame Sensor	Coordinates (Easting/Northing):	527951.321 / 183613.715 M	**Planning Application.**	
Date:	3-10-2023	Make & focal length of Lens:	Nikkor 50mm	Height Above Ordnance Datum (AOD):	37.509 M	Prince Albert Road, London, NW1 7ST.	
Time of Photograph:	12.25	Horizontal Field of View (HFoV):	39.5	Distance to scheme:	153.6 M	Designed by ALISTAIR DOWNIE.	
Location:	Prince Albert Road	Direction of View from North (0º):	63.7 º	Height of Camera:	1.52 M	Images produced by Visualhorizon3D	



Viewpoint 3 PROPOSED. Option B

AVR Type:	3	Camera Make, Model & sensor format:	Nikon, D610 & Full Frame Sensor	Coordinates (Easting/Northing):	527951.321 / 183613.715 M	**Planning Application.**	
Date:	3-10-2023	Make & focal length of Lens:	Nikkor 50mm	Height Above Ordnance Datum (AOD):	37.509 M	Prince Albert Road, London, NW1 7ST.	
Time of Photograph:	12.25	Horizontal Field of View (HFoV):	39.5	Distance to scheme:	153.6 M	Designed by ALISTAIR DOWNIE.	
Location:	Prince Albert Road	Direction of View from North (0º):	63.7 º	Height of Camera:	1.52 M	Images produced by Visualhorizon3D	

View 4

Overall view locations & Orientation

Specific View location

Camera tripod location

Viewpoint 4 EXISTING

AVR Type:	3	Camera Make, Model & sensor format:	Nikon, D610 & Full Frame Sensor	Coordinates (Easting/Northing):	527655.100 / 183893.326 M	**Planning Application.**	
Date:	3-10-2023	Make & focal length of Lens:	Nikkor 50mm	Height Above Ordnance Datum (AOD):	68.322 M	Prince Albert Road, London, NW1 7ST.	
Time of Photograph:	15.21	Horizontal Field of View (HFoV):	39.5	Distance to scheme:	153.6 M	Designed by ALISTAIR DOWNIE.	
Location:	Primrose Hill	Direction of View from North (0°):	115.5 °	Height of Camera:	1.59 M	Images produced by Visualhorizon3D	

Viewpoint 4 PROPOSED

AVR Type:	3	Camera Make, Model & sensor format:	Nikon, D610 & Full Frame Sensor	Coordinates (Easting/Northing):	527655.100 / 183893.326 M	**Planning Application.**	
Date:	3-10-2023	Make & focal length of Lens:	Nikkor 50mm	Height Above Ordnance Datum (AOD):	68.322 M	Prince Albert Road, London, NW1 7ST.	
Time of Photograph:	15.21	Horizontal Field of View (HFoV):	39.5	Distance to scheme:	153.6 M	Designed by ALISTAIR DOWNIE.	
Location:	Primrose Hill	Direction of View from North (0°):	115.5 °	Height of Camera:	1.59 M	Images produced by Visualhorizon3D	

View 5

Overall view locations & Orientation

Specific View location

Camera tripod location

Viewpoint 5 (Winter) EXISTING

AVR Type:	3	Camera Make, Model & sensor format:	Nikon, D610 & Full Frame Sensor	Coordinates (Easting/Northing):	527655.095 / 183893.316 M	**Planning Application.**	
Date:	8-3-2024	Make & focal length of Lens:	Nikkor 50mm	Height Above Ordnance Datum (AOD):	68.341 M	Prince Albert Road, London, NW1 7ST.	
Time of Photograph:	12.51	Horizontal Field of View (HFoV):	39.5°	Distance to scheme:	153.6 M	Designed by ALISTAIR DOWNIE.	
Location:	Primrose Hill Summit (winter)	Direction of View from North (0°):	115.36 °	Height of Camera:	1.6 M	Images produced by Visualhorizon3D	

Viewpoint 5 (Winter) PROPOSED

AVR Type:	3	Camera Make, Model & sensor format:	Nikon, D610 & Full Frame Sensor	Coordinates (Easting/Northing):	527655.095 / 183893.316 M	**Planning Application.**	
Date:	8-3-2024	Make & focal length of Lens:	Nikkor 50mm	Height Above Ordnance Datum (AOD):	68.341 M	Prince Albert Road, London, NW1 7ST.	
Time of Photograph:	12.51	Horizontal Field of View (HFoV):	39.5°	Distance to scheme:	153.6 M	Designed by ALISTAIR DOWNIE.	
Location:	Primrose Hill Summit (winter)	Direction of View from North (0°):	115.36 °	Height of Camera:	1.6 M	Images produced by Visualhorizon3D	