

6 VIEWS AND VISUAL ASSESSMENT

Note on baseline photography

- 6.1 As noted above, this assessment is based on a previous assessment carried out for a previous application.
- 6.2 The 'as existing' (or 'baseline') photographs for the selected viewpoints have all been taken for the purposes of the present assessment to ensure all photographs are up to date. These photographs were taken when there were leaves on the trees. Some of the baseline photographs used for the previous assessment (2011/2012 Development) were taken by Cityscape Digital when there were no leaves on the trees. In some cases the view is significantly different with and without leaves, and so is the extent of visibility of the Proposed Development. In such cases, therefore, the earlier baseline photo has been reused, so that the Proposed Development is shown at maximum visibility. This applies to views nos. 1, 4, 7, 8, 12 and 13.
- 6.3 The dates on which baseline photographs were taken are given at Appendix i "VIEW LOCATIONS AND CO-ORDINATES".
- 6.4 Appendix ii "BASELINE PHOTOGRAPHY 2012" shows up to date baseline photographs for views listed above where the earlier baseline photographs have been used for the before and after view comparisons.

Introduction to the views

Scope

- 6.5 This study tests the visual impact of the Proposed Development by Allford, Hall, Monaghan and Morris LLP at Camden Lock Village Development. It consists of a series of accurately prepared photomontage images or Accurate Visual Representations (AVR) which are designed to show the visibility and appearance of the Proposed Development from a range of publicly accessible locations around the site. The views have been prepared by Miller Hare Limited.
- 6.6 The views included in the study were selected by the project team and they include, where relevant, standard assessment points defined by the Mayor of London and the Camden Planning Authority. Where requested, view locations have been refined and additional views added. The full list of views is shown in thumbnail form at the beginning of this section, together with a map showing their location. Detailed co-ordinates for the views, together with information about the source photography is shown alongside each view and summarised in the table shown in Appendix i "VIEW LOCATIONS AND CO-ORDINATES".
- 6.7 In preparing each AVR a consistent methodology and approach to rendering has been followed. General notes on the AVRs are given in Appendix v "ACCURATE VISUAL REPRESENTATIONS", and the detailed methodology used is described in Appendix

vi "METHODOLOGY FOR THE PRODUCTION OF ACCURATE VISUAL REPRESENTATIONS".

- 6.8 From each viewpoint a large format photograph has been taken as the basis of the study image. The composition of this photograph has been selected to allow the Proposed Development to be assessed in a meaningful way in relation to relevant elements of the surrounding context. Typically, photographs have been composed with a horizontal axis of view in order to allow vertical elements of the proposals to be shown vertically in the resulting image. If required in order to show the full extent of the proposals in a natural way the horizon line of the image has been allowed to fall above or below the centre of the image. This has been achieved by applying vertical rise at source using a large format camera or by subsequent cropping of the image. In all cases the horizon line and location of the optical axis are clearly shown by red arrow markers at the edges of the image.
- 6.9 The lenses chosen for the source photography have been selected to provide a useful Field of View given the distance of the viewpoint from the site location. The lenses used for each view are listed in Appendix i "VIEW LOCATIONS AND CO-ORDINATES".
- 6.10 In this study the following groups of views have been defined:
- Distant views – typically with a horizontal Field of View approximately 48 degrees (equivalent to a 35mm lens on 35mm film camera). LVMF views in addition have been shown with their wider setting
 - Mid-distance views – horizontal Field of View approximately 73 degrees (equivalent to a 28mm lens on 35mm film camera)
 - Local views – horizontal Field of View approximately 73 degrees (equivalent to a 28mm lens on 35mm film camera)
- 6.11 For each AVR image, the precise Field of View, after any cropping or extension has been applied is shown clearly using indexed markings running around the edges of the image. These indicate increments of 1, 5 and 10 degrees marked away from Optical Axis. Using this peripheral annotation it is possible to detect optical distortions in parts of the image away from the Optical Axis. It is also possible to simulate a different field of view by masking off an appropriate area of the image. More detailed information on the border annotation is contained in Appendix v "ACCURATE VISUAL REPRESENTATIONS".
- 6.12 Views 1, 4, 7, 8, 12 and 13 are based upon photography and camera data supplied by Cityscape Digital, and therefore do not have border annotation as described in Appendix v "ACCURATE VISUAL REPRESENTATIONS".

Conditions

- 6.13 From each selected viewpoint a set of accurate images have been created comparing the future view with the current conditions represented by a carefully taken large format photograph. In this study the following conditions are compared:
- Existing – the appearance today as recorded on the specified date and time
 - Proposed – the future appearance were the Proposed Development to be constructed.

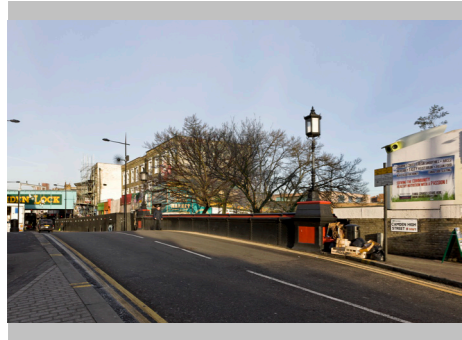
Styles

- 6.14 For each viewpoint, the Proposed Development is shown in a defined graphical style. These styles comply with the definitions of AVR style defined by the London View Management Framework. The styles used in this study are:
- AVR 3 – a fully rendered representation of the building showing the likely appearance of the proposed materials under the lighting conditions obtained in the selected photograph.

Schemes

- 6.15 In the Proposed view, the Proposed Development has been shown in the context of the CLM school shown in silhouette form (AVR 1). The maximum envelope has been shown as a red line and the minimum envelope has been shown as a yellow line. The details of the additional schemes included are given in the schedule and overview map included in Appendix iv "DETAILS OF SCHEMES".
- 6.16 The Proposed Development shown in the study has been defined by drawings and specifications prepared by the client's design team issued to Miller Hare in July 2012. Computer models reflecting the Proposed Development have been assembled and refined by Miller Hare and images from these models have been supplied to the project team to be checked for accuracy against the design intent. An overview of the study model is illustrated in Appendix iv "DETAILS OF SCHEMES".

THE VIEWS



1 | Chalk Farm Road Bridge



2 | Camden Lock Footbridge



3 | Camden Lock Place



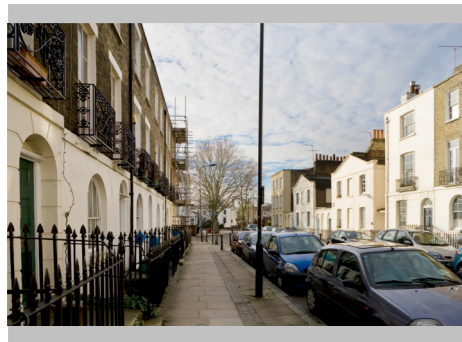
4 | Castlehaven Open Space



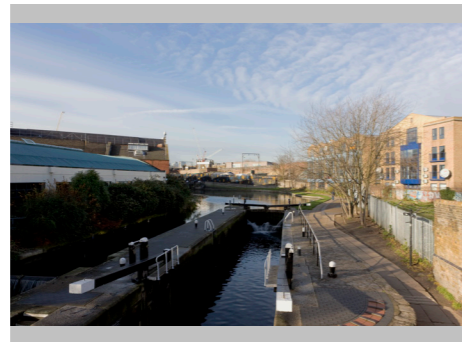
5 | Hawley Road / Castlehaven Road junction



6 | Castlehaven Road



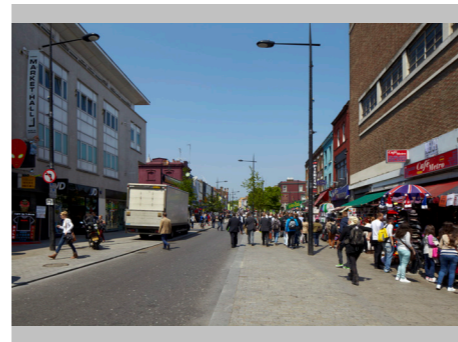
7 | Jeffreys Street



8 | Kentish Town Road Bridge (west side)



9 | Kentish Town Road Bridge Panorama



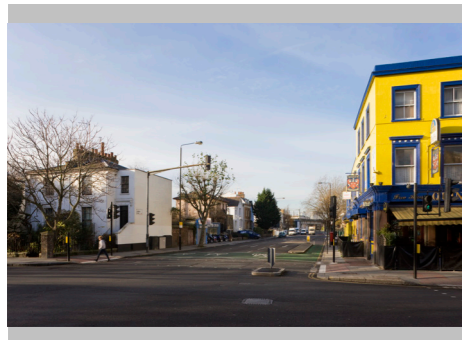
10 | Camden High Street



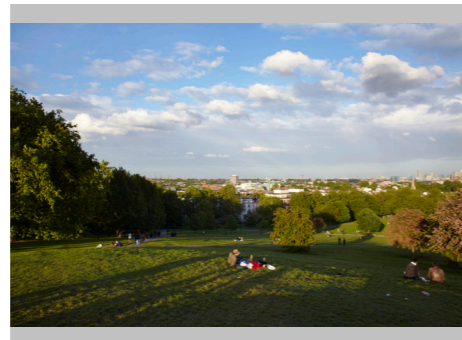
11 | Chalk Farm Road



12 | Hawley Road looking east



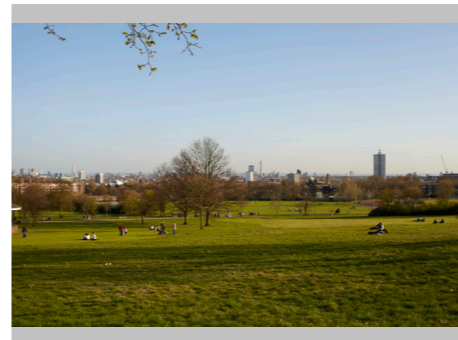
13 | Hawley Road looking west



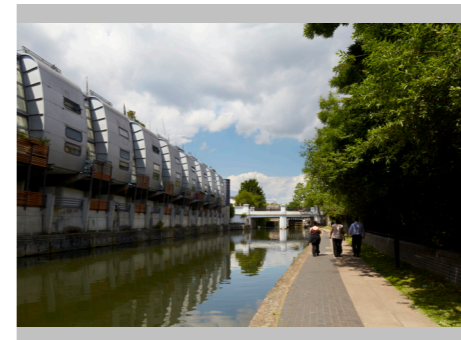
14 | Primrose Hill to St Paul's Cathedral (LVMF view 4A.1)



15 | Parliament Hill to St Paul's Cathedral (LVMF view 2A.1)



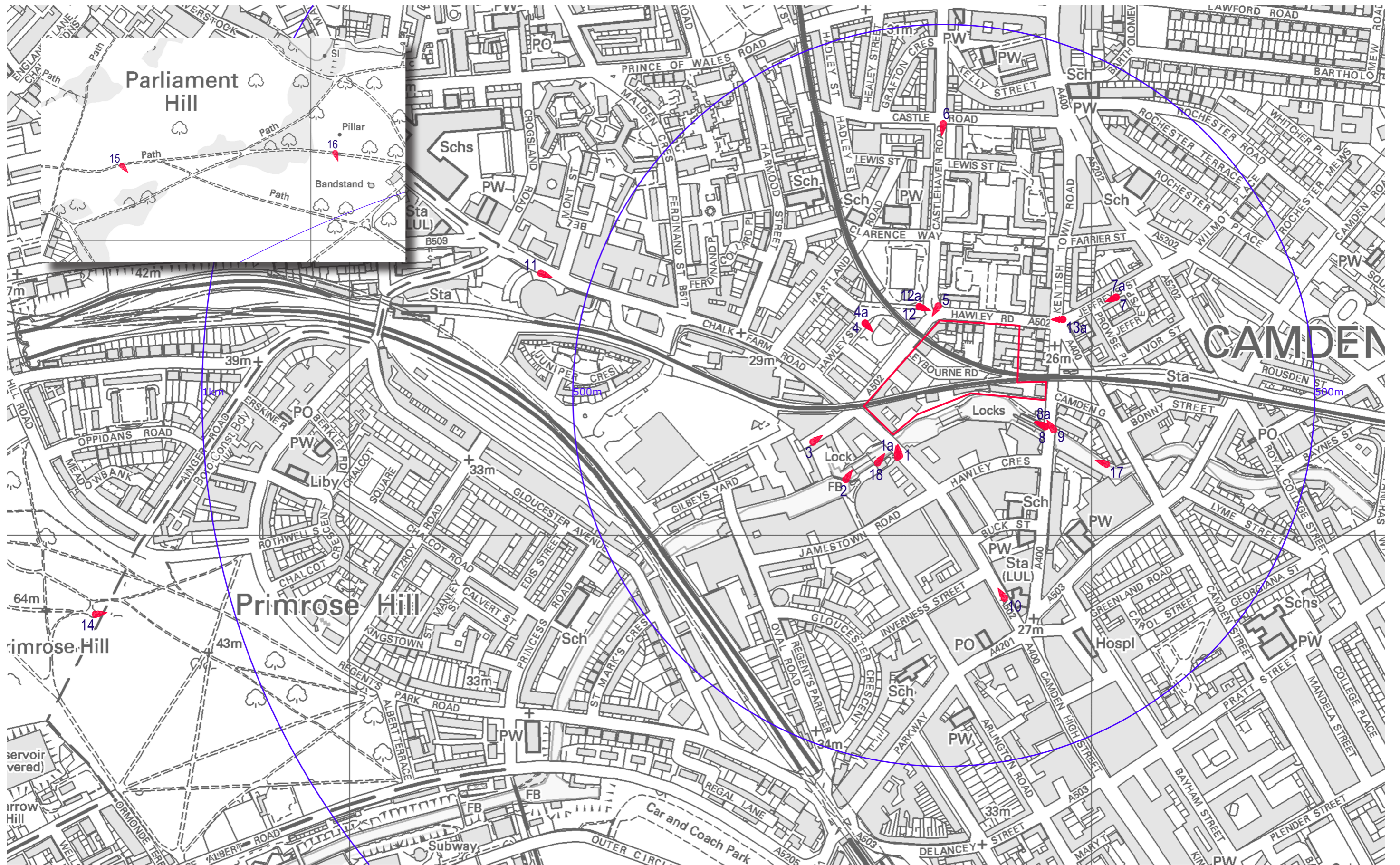
16 | Parliament Hill to Palace of Westminster (LVMF view 2B.1)



17 | Grand Union Canal, between Kentish Town Rd and Camden St



18 | Grand Union Canal, Camden Lock



View location map