

5 November 2014

21 - 31 New Oxford Street Verified View Methodology

Hayes Davidson

With experience of over 600 planning applications and 14 public inquiries, Hayes Davidson has a long history of preparing accurate, verified images of proposed developments. Hayes Davidson pioneered the creation of accurate, verified townscape and skyline imagery that has become known as Accurate Visual Representations (AVR's). These show planning authorities, clients and statutory consultees where proposed developments will appear in a view and the future effects on the view. The studio initiated the development of a series of repeatable techniques with the aim to provide a reliable, documented approach to the visual representation of architecture which has stood up to scrutiny at the highest level.

Hayes Davidson is the only company to have had verified photo montage, video montage, 360 degree panoramic imaging and verified stereoscopic montage pieces that the studio has created accepted and approved as being technically accurate at The Heron Tower, Doon Street and London Bridge Tower (Shard) Public Inquiries. This was specifically acknowledged in the Heron Tower Inquiry of 2001.

Hayes Davidson Methodology

Hayes Davidson has developed visual research methodologies by which perception of townscape can be studied and that allows reporting on visual issues relating to view assessment.

Skills and knowledge of visual perception, human psychology, optics, attention and memory allow a highly focused approach to be applied to townscape and landscape study. These skills allow the selection of the correct methodologies and offer a reliable framework for parties involved in scoping for visual assessment.

The combination of highly reliable visualisation and visual research provides the type of robust evidence required to support many of the largest and most complex building proposals. The studio's experience in perception and visualisation has resulted in the studio being called upon to present expert witness evidence on visual issues at UK public inquiries.

Verifiable Photomontage Images

The production of verifiable imagery requires a defined, methodical process. Our bespoke verifiable methodology produces a consistent, accurate and robust set of images to support the application. Photomontage images are prepared by photomontaging the detailed 3D model into final photography. 3D model information and material specifications are supplied by the project architects and the design team.

There is no single definitive camera and lens format that is suitable for all planning photomontage work.

It is important to emphasise that no media can currently reproduce the human experience of viewing a scene. Hayes Davidson recommends that all parties are mindful that Environmental Statement photomontage should be used as a compliment to site based assessment.

21 - 31 New Oxford Street

The photography for 21 - 31 New Oxford street was captured in line with the Hayes Davidson methodology statement. It was captured by a professional architectural photographer using the most precise equipment possible. A lens that produces a 68° horizontal field of view was selected.

The lens used is not overly wide so minimises distortion issues but adds peripheral information.

Townscape photography taken with a 40° lens (50mm lens / 35mm camera) would be inadequate to assess the impact of this proposal as it would leave out the peripheral vision.

The human experience of a scene is not limited to a 40° horizontal field of view or a 50mm lens. The connection between the eye and the brain is a complex one. The Human experience is closer to 170° by 120°.

The Hayes Davidson images presented have been created using a verifiable methodology that will allow a third party to verify the accuracy of the scale, height and mass of the proposals.