8.0 VISUAL ASSESSMENT (CONTD.)

VIEW 3 - HAVERSTOCK HILL, TO REAR OF HAVERSTOCK SCHOOL FACING SOUTH-EAST

EXISTING

PROPOSED: RENDER

Existing

This view taken from Haverstock Hill is focused on the roof of the Roundhouse with the three storey Haverstock School to the left and the Eton Garage development site and the corner of the Eton Place six storey mansion block on the right. The acute angle of the view prevents a qualitative view of the shorter listed station elevation. The Eton Garage set-back at the second floor achieves little in emphasizing and reflecting the height of the station. The existing building plays a poor role of transition between the mansion blocks to the north, and the station to the south.

Proposed

The larger, seven storey element of the proposal becomes the prominent feature which directly addresses the street edge. It embodies the overall scale of the mansion blocks to the north and the more urban forms within the townscape to the south. It is therefore, a truly transitional building, without the transition being made within the architecture. The building as a whole is the transition.

Effect

This is a great enhancement to the view. This constitutes a better neighbour to the Eton Place mansion block and provides a well composed frame to the view of the Roundhouse. The visual weight of the new block is lightened by its limited width, its open balconied corners and the overall architectural composition. The strong perspective of the horizontal elements focuses on the listed Roundhouse, which also benefits from a cleaner townscape framework. The architectural detail is of a very high quality and fully worthy of the prominent and sensitive location.

VIEW 3: RENDER

8.0 VISUAL ASSESSMENT (CONTD.)

VIEW 4 - ADELAIDE ROAD, OUTSIDE OF NO. 25 FACING EAST

EXISTING

PROPOSED: RENDER

Existing

The view looking east shows the leafy residential character of Adelaide Road. The roofline of Eton Place is just visible to the far left. The eleven storey tower block on Belmont Street is visible in the background. The existing building presents a poorly composed set of elevations, the set-back at the second floor serving no purpose and weakening the setting of the listed station. The secure yard is also a negative element in the townscape.

Note: The CCTV pole in the foreground of the existing image has been digitally removed from the 'proposed' image for clarity.

Proposed

The Adelaide Road element of the proposal consists of six storeys and extends, in plan further into the existing service yard, forming the corner into Eton College Road. A further floor is setback and just visible in the view. A landscaped court to the affordable block entrance replaces the yard. The elevational composition is similar to the Haverstock Hill facade with deep reveals line in stone, even deeper at the balconies and balconied corners. An active frontage of retail units is retained on this, the station entrance side together with the stone-lined entrance to both residential blocks. The brickwork and stone detail promises to be of a high quality, adding qualitatively to the setting of the listed station and providing a marker for the station in views south along Adelaide Crescent.

Effect

The proposal brings many welcome qualities to the site, mentioned above. It makes a worthy contribution to the townscape, which is enhanced through the high quality of the architecture. It also marks the position of the listed station and enhances its setting.

VIEW 4: RENDER

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APPENDIX 1- AVR METHOD STATEMENT FROM INK

INK

SCHEME
HAVERSTOCK HILL

REF.
AVR METHODOLOGY STATEMENT

DATE
1 APRIL 2016

ARCHITECT
PIERCY & COMPANY

JOB NO.
1379

AVR IMAGES & METHODOLOGY PRODUCED BY
INK

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APPENDIX 1- AVR METHOD STATEMENT FROM INK

INTRODUCTION

Accurate Visual Representation (AVR) is the accurate integration of a virtual scene to a piece of visual media.

Whether the scene be based around photography or video, it is combined with a set of numerical data of that environment allowing the candidate scheme to be accurately added.

The process begins with the client team for the candidate scheme selecting a set of views about which the scheme is to be assessed.

The practices employed within the process are consistent to those outlined in London View Management Framework document.

This document gives a brief introduction to the workflow used.

HAVERSTOCK HILL - AVR METHODOLOGY STATEMENT

APPENDIX 1- AVR METHOD STATEMENT FROM INK

PHOTOGRAPHY

Capturing The Scene

01. TRIPOD POSITIONED AT 1.6M

02. TRIPOD POSITION RECORDED

03. FINAL IMAGE SHOT ON LOCATION

As described briefly before, at each of the viewpoints chosen by the client team, a photograph is taken.

Typically, a professional photographer undertakes this, ensuring the result is of the highest standard.

The photographer generally uses a high resolution digital format camera, mounted on a tripod (which is levelled), positioned 1.6m vertically above an identified location.

The position is recorded for the surveying process completed later.

The photographer uses a 'standard' set of lenses in accordance with the London View Management Framework. These may vary depending on the proximity to the site.

For each viewpoint, the time and date of the photograph is recorded, so that the lighting conditions can be recreated.

APPENDIX 1- AVR METHOD STATEMENT FROM INK

SURVEY

Measuring The Scene

01. SURVEY FEATURES REQUESTS MARKED UP ON PHOTOGRAPHY

Using the reference material provided by the photographer, and annotation outlined by INK, the survey team provides a set of 3-dimensional data about the photographed environment.

The data is a collection of markers upon buildings, objects or landmarks for which 3D topography is noted.

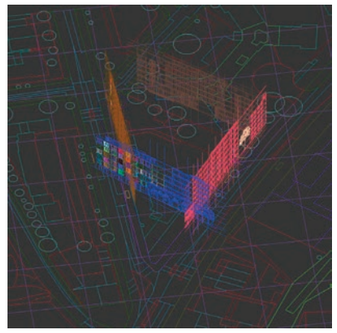
This is typically orientated around the OS coordinate system, but bespoke coordinate systems may also be used. This coordinate system forms the basis of the production of the views.

In the case of the former, Easting, Northing and heights above datum are returned to INK for translation into the virtual 3D environment. The survey team also provides the coordinates for the camera position, and height locations for the horizon of each viewpoint position.

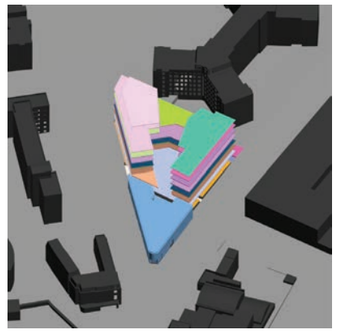
APPENDIX 1- AVR METHOD STATEMENT FROM INK

MODELLING

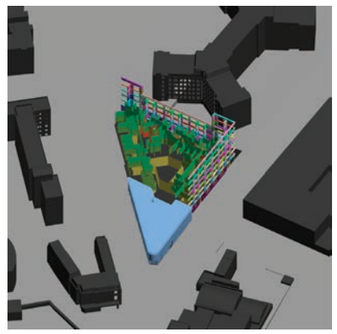
Modelling The Scene



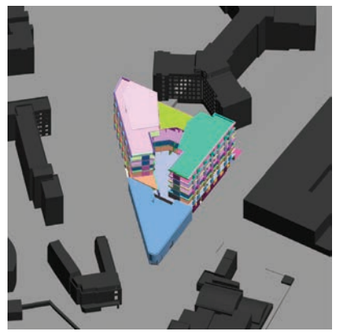
01. GROUND FLOOR PLAN LOCATED IN COORDINATE SPACE



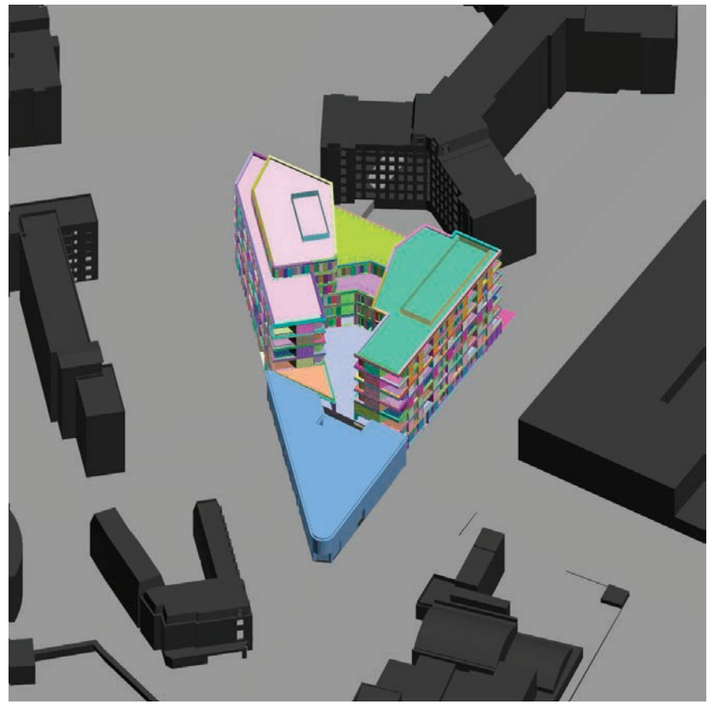
02. MODELLING IN PROGRESS



03. MODELLING IN PROGRESS



04. MODELLING IN PROGRESS



05. COMPLETED DETAIL MODEL

The proposed scheme is created in 3-dimensional form in the virtual environment. This is completed in the previously established coordinate system of the survey data, ensuring accuracy throughout entire process.

The client team provide all the necessary information for this to be done.

The model is typically worked up to two different levels, depending on the desired AVR type.

AVRs Type 1 and 2 utilise a less detailed model of the proposed scheme where the mass / envelope is being assessed.

AVRs Type 3 and 4 utilise a more resolved model where the proposed scheme is created in a very high level of detail. This is completed with the intention of producing 'photorealistic' representations of the proposed scheme.

APPENDIX 1- AVR METHOD STATEMENT FROM INK

ALIGNMENT

Aligning The Scene

01. ILLUSTRATION OF VIRTUAL CAMERA

02. SURVEY AS SEEN THROUGH ALIGNED CAMERA

03. MODEL SHOWN IN ALIGNED POSITION

The photography, survey and model are now brought together to form the alignment.

The photography is analysed and corrected for any inconsistencies arising from the shoot. This is then brought into the 3D software to form a 'background' to which a virtual camera is aligned.

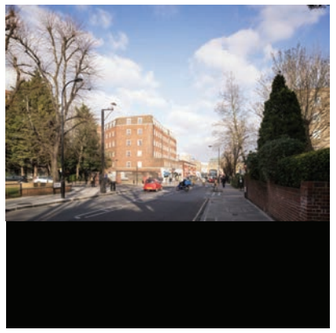
The model (already in the survey coordinate space) and the survey data are also brought amalgamated to create the alignment 'scene'.

The virtual camera is then created and placed at the surveyed coordinates of the viewpoint position. The orientation of the camera is then altered to match the virtual scene to the photograph resulting in the 3-dimensional surveyed data matching the features previously identified in the background.

APPENDIX 1- AVR METHOD STATEMENT FROM INK

COMPOSITE

Compositing The Scene



01. BACKGROUND PHOTOGRAPHY - BASIS FOR COMPOSITE

02. OCCLUDING OBJECTS ISOLATED

03. BASE RENDER OF CANDIDATE SCHEME

04. BASE RENDER OF CANDIDATE SCHEME INTEGRATED

05. COMPLETED IMAGE

The final stage of the verified image process, is the composite.

This is where the scheme is integrated into the photography to the desired level.

With AVR Types 1 and 2, the identification of any object/building occluding the mass, and then indication of the mass itself.

For AVR Types 3 and 4, where the scheme needs to be considered in detail, more complex rendering techniques are employed.

In the case of the photorealistic AVR, textures are applied to represent the finished materials and lighting to replicate the 'real world' scenario encompassed in the photography. The photographer's notes are used for this.

Further detail to a photorealistic AVR maybe desired, in the form of the addition of extra assets such as people and trees.

APPENDIX 2- PROPOSED IMAGES WITH VERIFIED WIRELINES

VIEW 1

The images shown in this Appendix show renders of the proposed development along with the verified wireline in red. The renders were created based on the profile of the accurate verified wireline.