

# APPENDIX THV1 - DETAILED VISUAL ASSESSMENT

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**KEY**

 Viewpoint Location

Revision	Description	Date
-	First issue	10/5/17

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Client:  
**IDE Real Estate**

Project:  
**8-10 Southampton Row**

Description:  
**Photoview Location Plan**

Status:  
**For Planning**

Scale: 1:1000 @A3    Drawn | Checked: DP | SW    Date: 09/05/2017

Job Number: LC 0085    Drawing Number: 001    Revision: -





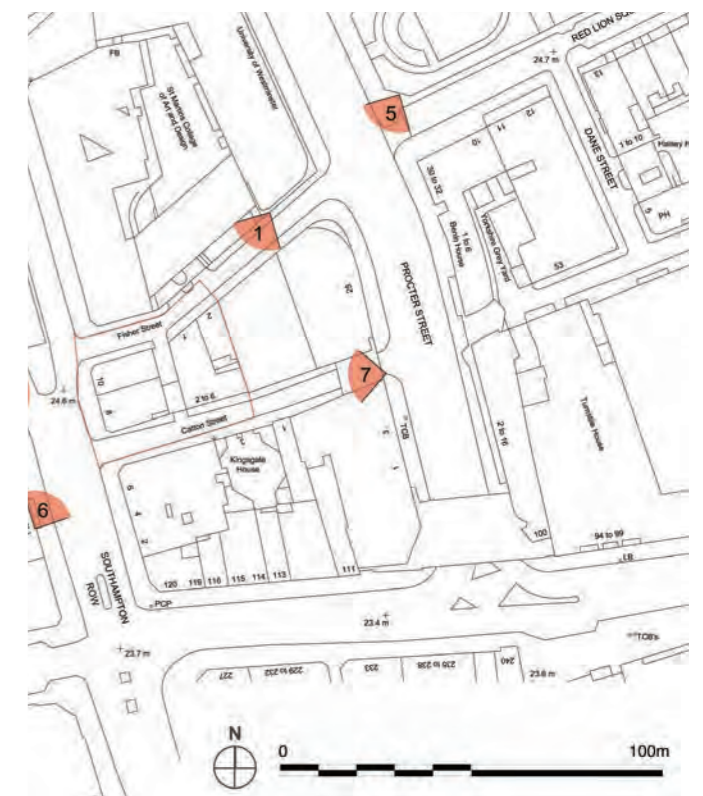


Viewpoint 1 – View along Fisher Street looking towards Southampton Row (consented)

### Description of Baseline View and Sensitivity of Visual Receptor

This view is representative of users of the public highway and occupiers of commercial properties. The view is taken from within Fisher Street looking westwards towards Southampton Row. The consented new building and the re-configured rear elevation to 8-10 Southampton Row are seen in the middle distance on the left hand side of the street. The UKPN substation building forms an austere facade onto the street in the foreground.

As users of the public highway, the visual receptor is assessed as having a medium susceptibility to the type of development being proposed. The view is not unpleasant and the consented scheme forms a feature in the middle distance. The value of the view is assessed as medium. Overall the sensitivity of the visual receptor is assessed as medium.







Viewpoint 1 – View along Fisher Street looking towards Southampton Row (proposed)

### Predicted View during Construction Phase and at Year 1 Operational Phase

During the construction phase it is anticipated that hoardings and some large scale plant such as a tower crane would be evident. The magnitude of change is assessed as medium.

At year 1 of the operational phase the foreground and middle distance elements and features of the view would be unchanged. The proposed development would have no greater prominence in the view than the consented scheme. However, 8-10 Southampton Row would be less evident with its rear elevation integrated into the proposed new building. The magnitude of change is assessed as medium.

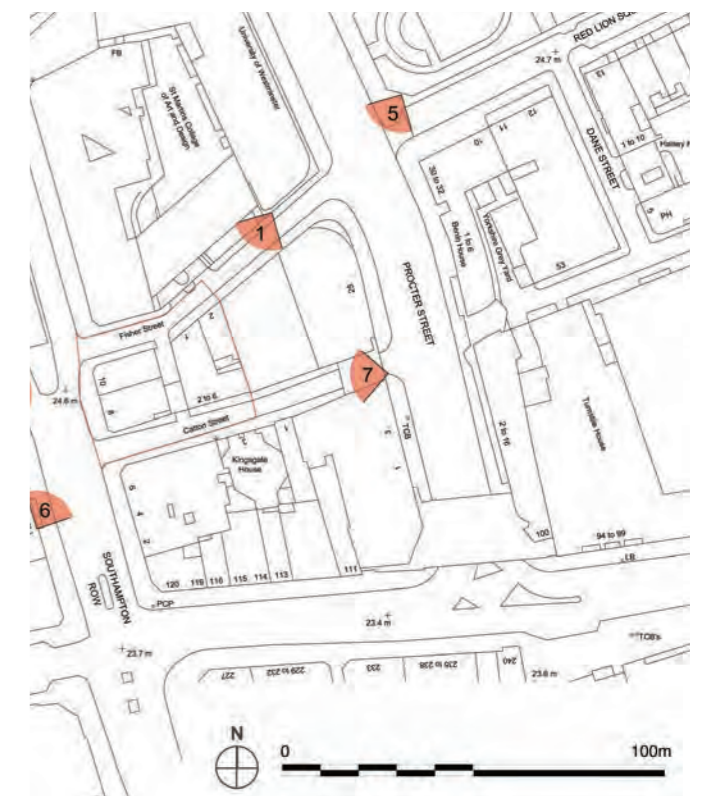
### Scale of Visual Effect

#### Construction Phase

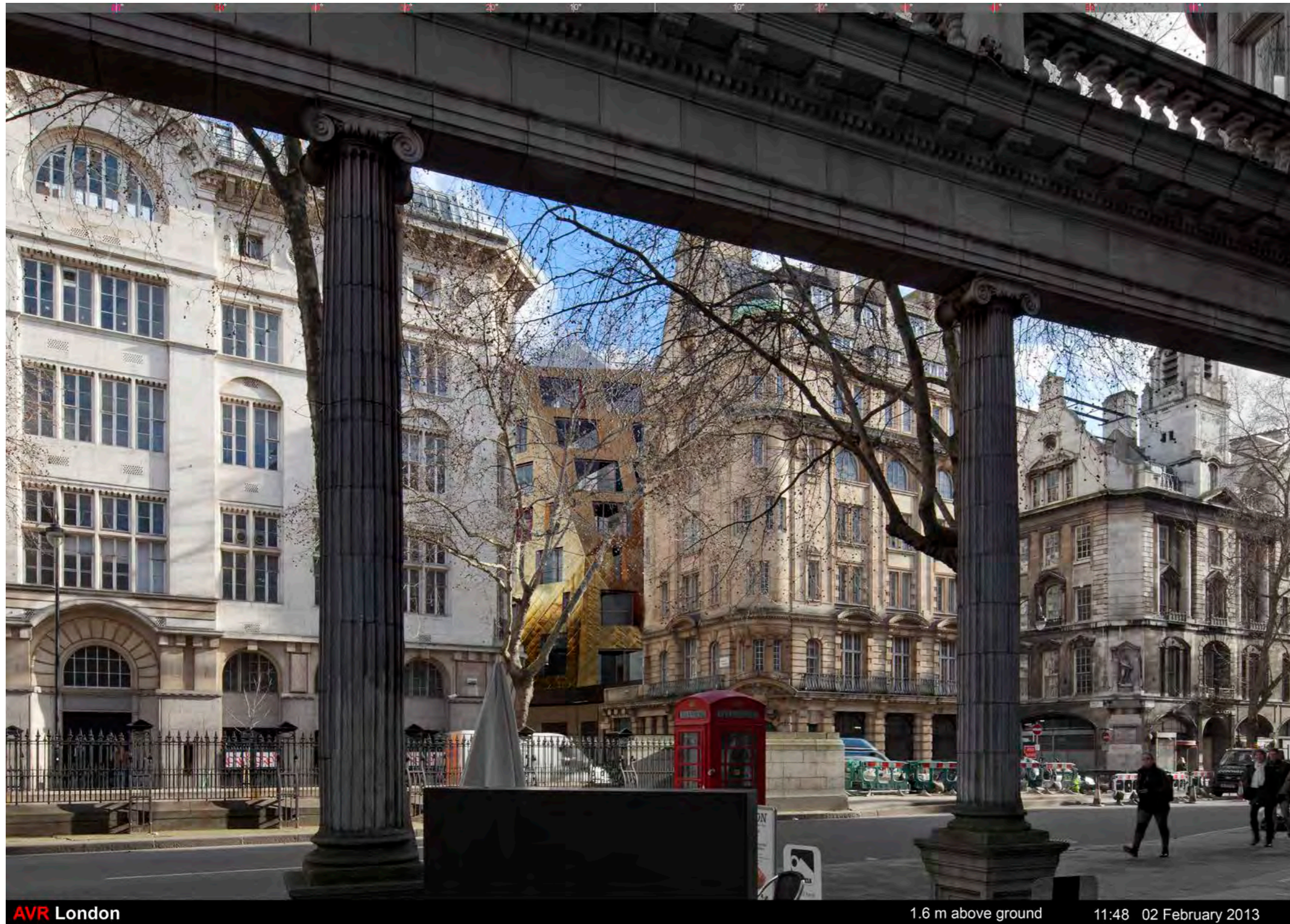
With a medium sensitivity and a low magnitude of change, the scale of effect is assessed as minor.

#### Year 1 Operational Phase

With a medium sensitivity and a medium magnitude of change, the scale of effect is assessed as moderate.







### Description of Baseline View and Sensitivity of Visual Receptor

This view is representative of users of the public highway and occupiers of commercial properties. The view is taken from within the arcade of Sicilian Avenue looking through the framed archway onto Southampton Row. 8-10 Southampton Row is central in the view and the consented residential scheme is seen in part along Fisher Street.

As users of the public highway, the visual receptor is assessed as having a medium susceptibility to the type of development being proposed. The view is not unpleasant and the consented scheme forms a feature in the middle distance. The value of the view is assessed as high. Overall the sensitivity of the visual receptor is assessed as high.



Viewpoint 2 – View from Sicilian Avenue Looking Towards Fisher Street (consented)





AVR London Preliminary Alignment 1.6 m above ground 11:48 02 February 2013

### Predicted View during Construction Phase and at Year 1 Operational Phase

During the construction phase it is anticipated that hoardings and some large scale plant such as a tower crane would be evident. The magnitude of change is assessed as low.

At year 1 of the operational phase the foreground and middle distance elements and features of the view would be unchanged. The existing buildings including 8-10 Southampton Row would retain their dominance and prominence in the street-scene. The architectural form, shape, height and massing of the proposed new building would be less evident than that of the consented scheme. The rhythm of the proposed fenestration reflects that of 8-10 Southampton Row. The magnitude of change is assessed as low.

### Scale of Visual Effect

#### Construction Phase

With a high sensitivity and a low magnitude of change, the scale of effect is assessed as moderate.

#### Year 1 Operational Phase

With a high sensitivity and a low magnitude of change, the scale of effect is assessed as moderate.



### Viewpoint 2 – View from Sicilian Avenue Looking Towards Fisher Street (proposed)





Viewpoint 3 – View from Southampton looking east across the street towards Fisher Street (consented)

### Description of Baseline View and Sensitivity of Visual Receptor

This view is representative of users of the public highway and occupiers of commercial properties. The view is taken from the west side of Southampton Row looking east directly into Fisher Street. 8-10 Southampton Row is prominent in the view and the consented residential scheme is seen in part along Fisher Street.

As users of the public highway, the visual receptor is assessed as having a medium susceptibility to the type of development being proposed. The view is not unpleasant and the consented scheme forms a feature in the middle distance. The value of the view is assessed as high. Overall the sensitivity of the visual receptor is assessed as high.







Viewpoint 3 – View from Southampton looking east across the street towards Fisher Street (proposed)

### Predicted View during Construction Phase and at Year 1 Operational Phase

During the construction phase it is anticipated that hoardings and some large scale plant such as a tower crane would be evident. The magnitude of change is assessed as low.

At year 1 of the operational phase the foreground and middle distance elements and features of the view would be unchanged. The existing buildings including 8-10 Southampton Row would retain their dominance and prominence in the street-scene. The architectural form, shape, height and massing of the proposed new building would be less evident than that of the consented scheme. The rhythm of the proposed fenestration reflects that of 8-10 Southampton Row and helps reduce the perceived massing of the proposed new building. The magnitude of change is assessed as low.

### Scale of Visual Effect

#### Construction Phase

With a high sensitivity and a low magnitude of change, the scale of effect is assessed as moderate.

#### Year 1 Operational Phase

With a high sensitivity and a low magnitude of change, the scale of effect is assessed as moderate.







### Description of Baseline View and Sensitivity of Visual Receptor

This view is representative of users of the public highway and occupiers of commercial properties. The view is taken from northern end of Sicilian Avenue looking towards 8-10 Southampton Row in the far distance. The consented scheme is barely perceptible and is only evident as a small discrete element heavily filtered by intervening vegetation and built form.

As users of the public highway, the visual receptor is assessed as having a medium susceptibility to the type of development being proposed. The view is not unpleasant and the consented scheme forms a feature in the middle distance. The value of the view is assessed as high. Overall the sensitivity of the visual receptor is assessed as high.



Viewpoint 4 – View from Sicilian Avenue (consented)





**Predicted View during Construction Phase and at Year 1 Operational Phase**

During the construction phase it is anticipated that hoardings and some large scale plant such as a tower crane would be evident. The magnitude of change is assessed as low.

At year 1 of the operational phase the foreground and middle distance elements and features of the view would be unchanged. 8-10 Southampton Row would retain its presence in the street-scene as the termination to the view. The proposed new building would be no more evident than the existing consented scheme. the magnitude of effect above that of the consented scheme is assessed as negligible.

**Scale of Visual Effect**

**Construction Phase**

With a high sensitivity and a low magnitude of change, the scale of effect is assessed as moderate.

**Year 1 Operational Phase**

With a high sensitivity and a negligible magnitude of change, the scale of effect is assessed as minor.



Viewpoint 4 – View from Sicilian Avenue (proposed)

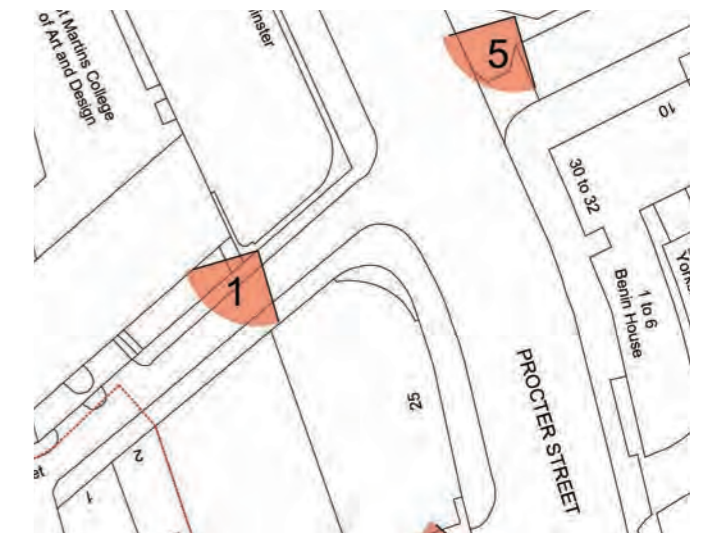




### Description of Baseline View and Sensitivity of Visual Receptor

This view is representative of users of the public highway and occupiers of commercial properties. The view is taken from the east side of Drake Street at the south-west corner of Red Lion Square looking towards Fisher Street. The consented residential scheme is seen in part along Fisher Street. The modern Lion Court building is prominent in the view at the junction of Fisher Street and Procter Street in the middle distance.

As users of the public highway, the visual receptor is assessed as having a medium susceptibility to the type of development being proposed. The view is not unpleasant and the consented scheme forms a feature in the middle distance. The value of the view is assessed as medium. Overall the sensitivity of the visual receptor is assessed as medium.



Viewpoint 5 – View from Red Lion Square looking towards Fisher Street (consented)





**Predicted View during Construction Phase and at Year 1 Operational Phase**

During the construction phase it is anticipated that hoardings and some large scale plant such as a tower crane would be evident. The magnitude of change is assessed as low.

At year 1 of the operational phase the foreground and middle distance elements and features of the view would be unchanged. The existing buildings including the Lion Court building would retain their prominence in the view. The perceived height, scale and massing of the proposed new building would be consistent with the Lion Court building and with 8-10 Southampton Row. The magnitude of change is assessed as low.

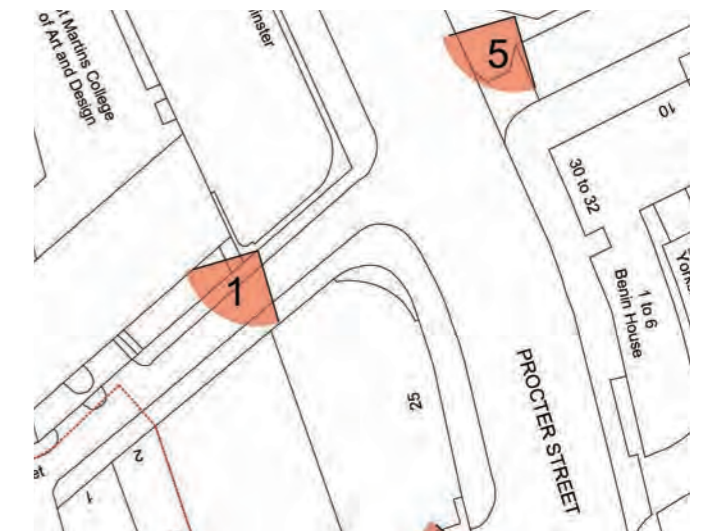
**Scale of Visual Effect**

**Construction Phase**

With a medium sensitivity and a low magnitude of change, the scale of effect is assessed as minor.

**Year 1 Operational Phase**

With a medium sensitivity and a low magnitude of change, the scale of effect is assessed as minor.



Viewpoint 5 – View from Red Lion Square looking towards Fisher Street (proposed)

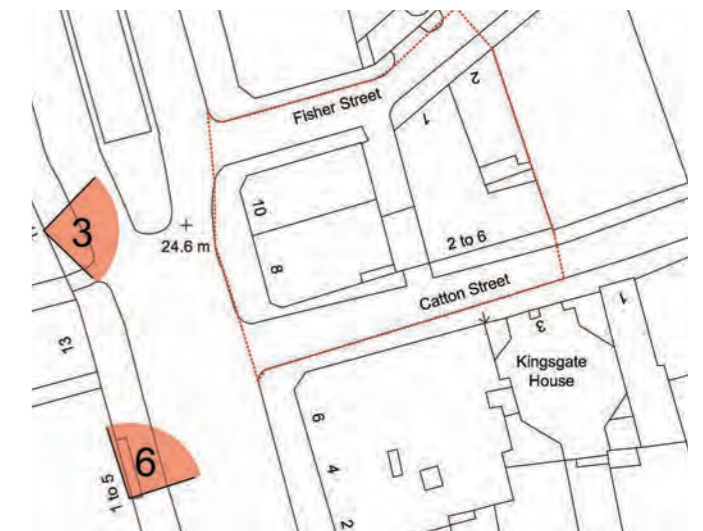




### Description of Baseline View and Sensitivity of Visual Receptor

This view is representative of users of the public highway and occupiers of commercial properties. The view is taken from the west side of Southampton Row looking towards Catton Street. 8-10 Southampton Row is central to the view. The consented scheme is visible in part along Catton Street.

As users of the public highway, the visual receptor is assessed as having a medium susceptibility to the type of development being proposed. The view is not unpleasant and the consented scheme forms a feature in the middle distance. The value of the view is assessed as high. Overall the sensitivity of the visual receptor is assessed as high.



Viewpoint 6 – View from Southampton Row looking towards Catton Street (consented)





**Predicted View during Construction Phase and at Year 1 Operational Phase**

During the construction phase it is anticipated that hoardings and some large scale plant such as a tower crane would be evident. The magnitude of change is assessed as low.

At year 1 of the operational phase the foreground and middle distance elements and features of the view would be unchanged. 8-10 would retain its pre-eminence in the view and would appear substantially unchanged. The scale and massing of the proposed new building would be similar to that of the consented scheme. The magnitude of change is assessed as low.

**Scale of Visual Effect**

**Construction Phase**

With a high sensitivity and a low magnitude of change, the scale of effect is assessed as moderate.

**Year 1 Operational Phase**

With a high sensitivity and a low magnitude of change, the scale of effect is assessed as moderate.



Viewpoint 6 – View from Southampton Row looking towards Catton Street (proposed)

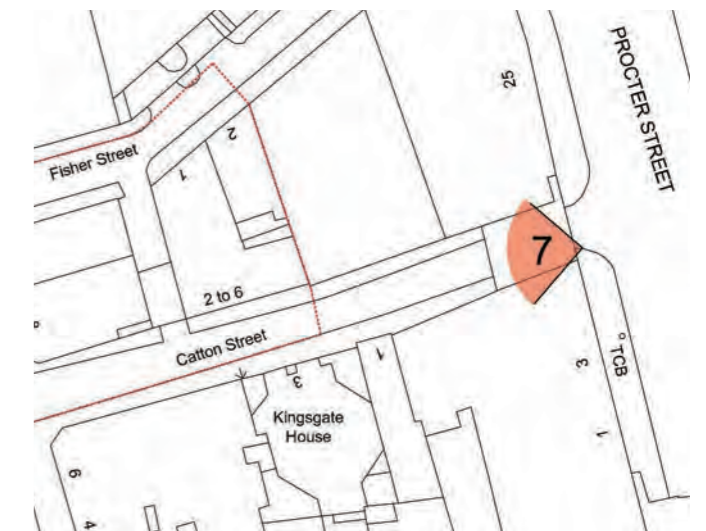




### Description of Baseline View and Sensitivity of Visual Receptor

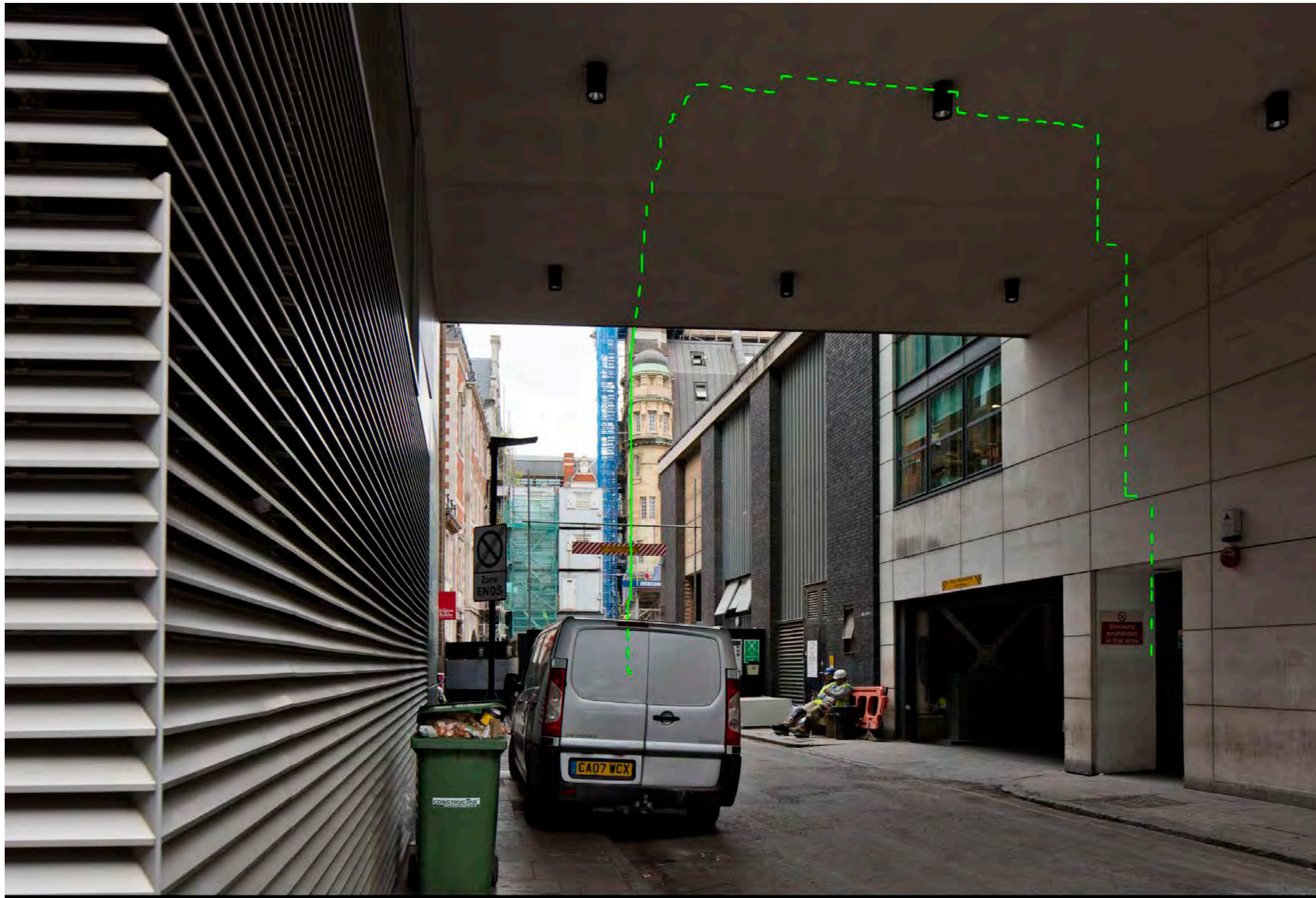
This view is representative of users of the public highway and occupiers of commercial properties. The view is taken from the south side of Catton Street at its junction with Procter Street. The view is an additional one not included in the consented scheme submission and shows the situation as existing in April 2017. The entrance into Catton Street from Procter Street is bridged by a building so that the archway both frames and restricts the resultant view. Part of the rear and south elevations of 8-10 Southampton Row are evident in the far distance to the right of the view.

As users of the public highway, the visual receptor is assessed as having a medium susceptibility to the type of development being proposed. The view is not intrinsically attractive. The value of the view is assessed as medium. Overall the sensitivity of the visual receptor is assessed as medium.



Viewpoint 7 – View from Procter Street looking south-west along Catton Street (existing)





### Predicted View during Construction Phase and at Year 1 Operational Phase

The proposed view is presented as a verified wireframe. The proposals are indicated as a pecked line.

During the construction phase it is anticipated that hoardings and some large scale plant such as a tower crane would be evident. The magnitude of change is assessed as low.

At year 1 of the operational phase the foreground and middle distance elements and features of the view would be unchanged but 8-10 would not be evident in the view. The scale and massing of the proposed new building would however be similar to that of the consented scheme. The magnitude of change is assessed as medium.

### Scale of Visual Effect

#### Construction Phase

With a medium sensitivity and a low magnitude of change, the scale of effect is assessed as minor.

#### Year 1 Operational Phase

With a medium sensitivity and a medium magnitude of change, the scale of effect is assessed as moderate.



Viewpoint 7 – View from Procter Street looking south-west along Catton Street (proposed)