
**View 7 – Heysham Lane, south**

***View as proposed***

5.26 The highly articulated form of the Proposed Development is indicated by the green wireline outline. The traditional approach to the architecture of the new building is reflected in its intricate silhouette, which complements that of Branch Hill House. Of a similar architectural design to the historical building on Site, it would appear clearly distinct from the post-war listed buildings in the foreground.


**View 8 – Frognal Rise / Frognal**

***View as existing***

5.27 This viewpoint is located on the western side of Frognal, at the junction with Frognal Rise, and looking in a north-westerly direction towards the Site.

5.28 Prominent in the foreground to the left (facing) is the junction with Oak Hill Way, with hoardings surrounding a plot seen to the far left along with construction traffic. Mature trees which surround the allotments to the south of the Site lie beyond. To the right of the view, houses lining the eastern side of Branch Hill are seen, and the gateway to the Site can be seen to the left of these.

5.29 The Site lies in the centre of the view. Mature trees screen the Site and the existing buildings from view. This image depicts a winter view; in summer months there would be more leaves on the deciduous trees.


© AVR LONDON Preliminary Alignment 1.6 m above ground 13:32 02 November 2018

**View 8 – Frognal Rise / Frognal**

***View as proposed***

5.30 The Proposed Development would be screened to a large degree by mature trees in front of it. If glimpsed, the traditional approach to the architectural design and its well articulated silhouette would appear complementary to the character of the Site's surroundings.

5.31 This image depicts a winter view; in summer months there would be more leaves on the deciduous trees in the foreground and the Proposed Development would be screened further.

# 6 Assessment of effects of the Proposed Development and conclusions

6.1 The Proposed Development is assessed in section 4 of this report and its effect on views is assessed in section 5. The DAS sets out in detail how the design is based on a clear appreciation and thorough understanding of the Site and its context, and how the design evolved in discussion with Council officers.

6.2 This section considers the effect of the Proposed Development on townscape and views. An assessment of the heritage impact of the Proposed Development can be found in the heritage statement prepared by Stephen Levrant Heritage Architecture.

**Architecture, urban design and townscape**

6.3 The Proposed Development has had clear regard to Branch Hill House and the history of the Site, and the Site context. It replaces a post-war building, of no architectural merit, with a building that has a positive relationship with Branch Hill House.

6.4 The new building is expressed as a series of elements, ranging in height from five storeys (the fifth storey is in the roof space) close to the original house, to three storeys at the east. The stepped massing and angled plan form ensure Branch Hill House will remain prominent on Site.

6.5 The highly articulated elevations and roof form adopt traditional architectural features and detailing, complementary to the design of the main house. The detailed design of the elevations responds to the various aspects of Branch Hill House. It is the elaborate silhouette of gables, dormers, chimneys, and the stepped pitched roofs that will be most evident in views into the Site.

6.6 The grounds around the buildings will be landscaped, and will include gardens, a play area private terraces and a woodland trail.

6.7 Alterations and extensions to Branch Hill House are considered in the Heritage Assessment.

**Views**

6.8 The Proposed Development would be little seen from the surrounding area. If seen, in most cases it would be glimpsed through the many surrounding tree canopies (as illustrated in views 3, 5, 6 and 8). The traditional architectural approach and its highly articulated roof form, would ensure that the new building would appear complementary to the existing Branch Hill House and the other buildings in the wider area.

6.9 When seen in views close to or within the Site, the Proposed Development would appear highly articulated, with an intricate silhouette and a traditional appearance which is sympathetic to Branch Hill House (as illustrated in views 1, 2, 4 and 7). When viewed in conjunction with the grade II listed Branch Hill Estate, it would appear as an element in the background, mirroring the traditional architecture of Branch Hill House, and clearly distinct from the post-war estate buildings.

6.10 The effect of the Proposed Development on the views assessed is summarised below:

- View 1 – The traditional architectural elements of the Proposed Development will complement the design of Branch Hill House
- View 2 – The highly articulated form and intricate silhouette of the new building reflect the traditional architecture of Branch Hill House
- View 3 – The new building is largely screened from view by mature trees and would appear as a complementary addition when seen
- View 4 - The height, massing, design and materials of the new building are complementary to the existing Branch Hill House
- View 5 – The Proposed Development is largely screened from view; it is unlikely it would be seen at all during the summer months
- View 6 - The Proposed Development is largely screened from view; it is unlikely that it would be seen at all during the summer months
- View 7 – The new building would appear as a complementary addition on Site, clearly distinct from the post-war listed buildings in the foreground
- View 8 – The new building would be largely screened by trees. If seen, the traditional approach to its architectural design would appear complementary to the character of the Site's surroundings.

6.11 The new building sits comfortably alongside Branch Hill House, which will remain prominent on Site. The highly articulated elevations and roof form adopt traditional architectural features and detailing, complementary to the design of the main house. The facades of the new building are ordered and well balanced. The south-west elevation mimics detailing seen in adjoining elevation of Branch Hill House, providing a unified composition; elsewhere a less ornate architectural language is used. It is the gables, dormers and chimneys, and stepped pitched roofs that will be most evident in views into the Site.

**Conclusions**

6.12 The Site is located in an area of mixed character; a number of 18th and 19th century buildings survive and early 20th century mansions are common. There are also a number of post-war developments in the area, Hampstead Heath lies to the north-east. The area has a large number of wooded areas and mature trees within large gardens, which alongside the topography of the area results in limited views of the Site.

6.13 The Proposed Development is a complementary and well thought through addition which will make better use of this Site. It will replace a post-war building of no architectural merit which has a poor relationship with Branch Hill House, with a building which deploys a traditional architectural approach and has clear regard to the Site, its surroundings and its history. The

new building will sit comfortably alongside the existing building, Branch Hill House, which will remain prominent.

6.14 The Proposed Development will not be very visible from the local area. In most cases, it will only be seen in glimpsed views through tree canopies. When visible, it would appear as a complementary addition to the historic building on Site, and clearly distinct from post-war development nearby. From close to or within the Site, the detailed design features and high quality materials will be apparent.

6.15 The Proposed Development is in line with policies and guidance on design set out in national, regional and local planning policy and guidance.

Peter Stewart Consultancy
Somerset House
Strand
London WC2R 1LA

December 2019

# Appendix A – AVR methodology

# AVR LONDON VERIFIED VIEW METHODOLOGY

**Project:** Branch Hill House
**Date:** December 2019

AVR London was commissioned by Almax Group to produce a number of verified views of the proposals for Branch Hill House. The AVR positions were identified by Peter Stewart Consultancy.

2D plans, Ordnance Survey Mapping, local survey data, and the 3D model for the proposed development were provided by Stanhope Gate.

## 1. Photography

**Equipment**
*Canon 5DMKII / 5DS / 5DSR*
*Canon TS-E 24mm f/3.5L II*
*Canon 50mm f/1.4L*

1.1 All photography is undertaken by AVR London's in-house professional photographers.

1.2 In professional architectural photography, having the camera level with the horizon is desirable in order to prevent three point perspective being introduced to the image and to ensure the verticals within the photographed scene remain parallel. This is standard practice and more realistically reflects the viewing experience.

1.3 The lens used by the photographer has the ability to shift up or down while remaining parallel to the sensor, allowing for the horizon in the image to be above, below or central within the image whilst maintaining two point perspective. This allows the photographer to capture the top of a taller proposed development which would usually be cropped, without introducing three point perspective.

1.4 Once the view positions are confirmed by the townscape consultant, AVR London takes professional photography from each location. At each location the camera is set up over a defined ground point using a plumb line to ensure the position can be identified later.

1.5 The centre of the camera lens is positioned at a height of 1.60 metres above the ground to simulate average viewing height. For standard verified photography, each view is taken with a lens that gives a 68 degree field of view, approximately, a standard which has emerged for verified architectural photography. The nature of digital photography means that a record of the time and date of each photograph is embedded within the photo file; this metadata allows accurate lighting timings to be recreated within the computer model.

1.6 Once the image is taken, the photographer records the tripod location by photographing it in position to ensure the position can be accurately located for surveying (figure 1).

1.7 Each image is processed by the photographer to ensure it visually matches the conditions on site when the photograph is taken.

1.8 For 360 degree photography a panoramic head is used to ensure the lens is orientated around the nodal point preventing parallax distortion and an overlap of 33 - 50% is maintained between images to provide adequate control points for stitching. The camera/lens is set up in portrait orientation to provide greater vertical context.

1.9 Night time photography is taken after 'astronomical twilight', officially night, once the sun is 18 degrees below the horizon, to ensure all the images are at the same level of darkness. View positions are visited in daylight before the night photos are taken so the photographer is familiar with the locations and environment. Head torches are often used to ensure safe working. Ground positions are clearly marked by the surveyor (using pins, stakes and UV paint) in daylight before night photography commences. This ensures positions can be identified consistently in the dark by the photographers. GPS is also used if necessary. The photographs are exposed to accurately represent the lighting conditions experienced by the photographer onsite. Stitching of night time 360 degree photography is completed using proprietary stitching software which brightens each image to ensure accuracy of control points before returning it to the original exposure

| Name | OSGB36 Easting | Northing | Height | Description |
|---|---|---|---|---|
| **Camera Position** | | | | |
| **V1A** | **525977.79** | **186076.04** | **117.11** | Camera |
| **Detailed Points** | | | | |
| **101** | **526017.98** | **186054.97** | **128.68** | Top corner of roof |
| **102** | **526013.21** | **186051.85** | **128.66** | Top corner of roof |
| **103** | **526013.22** | **186051.85** | **128.04** | Bottom corner of white render |
| **104** | **526021.70** | **186065.88** | **134.31** | Corner of glass on window |
| **108** | **526014.42** | **186072.85** | **131.04** | Corner of window opening |
| **109** | **526015.94** | **186070.54** | **131.04** | Corner of window opening |
| **111** | **526014.27** | **186076.75** | **134.42** | Corner of window opening |
| **112** | **526013.55** | **186077.78** | **134.42** | Corner of window opening |
| **116** | **525984.04** | **186074.49** | **118.08** | Corner of fence post |
| **117** | **525984.06** | **186074.47** | **119.09** | Corner of fence post |
| **118** | **525989.43** | **186071.19** | **120.10** | Corner of concrete |
| **119** | **525988.84** | **186072.00** | **120.09** | Corner of concrete |
| **122** | **525995.86** | **186059.09** | **119.28** | Corner of wooden panel |
| **123** | **525995.86** | **186059.04** | **118.07** | Corner of wooden panel |
| **124** | **525982.54** | **186076.06** | **116.79** | Corner of brick pave |
| **125** | **525982.41** | **186076.22** | **116.82** | Corner of brick pave |

*Table 1: Surveying data for View 15*

*Figure 1: Tripod location as documented by photographer*

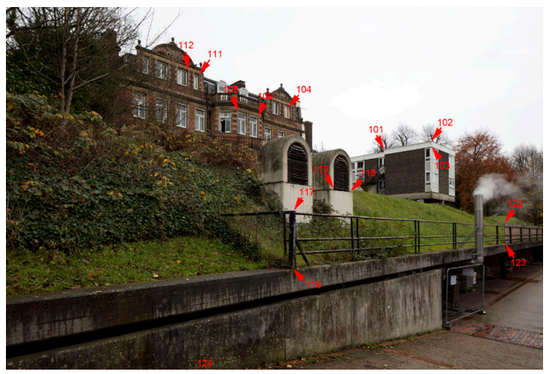


*Figure 2: Survey points as highlighted by surveyor*

## 2. Survey

### Equipment

*Leica Total Station Electronic Theodolite which has 1" angle measuring accuracy and 2mm + 2ppm distance accuracy.*
*Leica Smart Rover RTK Global Positioning System.*
*Wild/Leica NAK2 automatic level which a standard deviation of +/- 0.7mm/km*

2.1 The photographer briefs the surveyor, sending across the prepared photographs, ground positions and appropriate data.

2.2 The surveyor establishes a line of sight, two station baseline, coordinated and levelled by real time kinetic GPS observations, usually with one of the stations being the camera location. The eastings and northings are aligned to the Ordnance Survey National Grid (OSGB36) and elevation to Ordnance Survey Datum (OSD) using the OSTN15 GPS transformation program.

2.3 Once the baseline is established, a bearing is determined and a series of clearly identifiable static points across the photograph are observed using the total station. These observations are taken throughout the depth of field of the photograph and at differing heights within the image.

2.4 The survey control stations are resected from the OS base mapping and wherever possible, linked together to form a survey network. This means that survey information is accurate to tolerances quoted by GPS survey methods in plan and commensurate with this in level.

2.5 Horizontal and vertical angle observations from the control stations allow the previously identified points within the view to be surveyed using line of sight surveying and the accurate coordination of these points determined using an intersection program. These points are then related back to the Ordnance Survey grid and provided in a spreadsheet format showing point number, easting, northing and level of each point surveyed, together with a reference file showing each marked up image (Figure 2 and Table 1).

2.6 The required horizon line within the image is established using the horizontal collimation of the theodolite (set to approximately 1.60m above the ground) to identify 3 or 4 features that fall along the horizon line.

2.7 Using the surveyed horizon points as a guide, each photograph is checked and rotated, if necessary, in proprietary digital image manipulation software to ensure that the horizon line on the photograph is level and coincident with the information received from the surveyor.


*Figure 3: Example AVR London graticule*

## 3. Accurate Visual Representation Production

### Process

3.1 The 3D computer model is precisely aligned to a site plan on the OS coordinate grid system.

3.2 Within the 3D software a virtual camera is set up using the coordinates provided by the surveyor along with the previously identified points within the scene. The virtual camera is verified by matching the contextual surveyed points with matching points within the overlaid photograph. As the surveyed data points, virtual camera and 3D model all relate to the same 3-dimensional coordinate system, there is only one position, viewing direction and field of view where all these points coincide with the actual photograph from site. The virtual camera is now verified against the site photograph.

3.3 For fully-rendered views a lighting simulation (using accurate latitude, longitude and time) is established within the proprietary 3D modelling software matching that of the actual site photograph. Along with the virtual sunlight, virtual materials are applied to the 3D model to match those advised by the architects. The proprietary 3D modelling software then uses the verified virtual camera, 3D digital model, lighting and material setup to produce a computer generated render of the proposed building.

3.4 The proposal is masked where it is obscured behind built form or street furniture.

3.5 Using the surveyed information and verification process described above, the scale and position of a proposal with a scene can be objectively calculated. However, using the proprietary software currently available the exact response of proposed materials to their environment is subjective so the exact portrayal of a proposal is a collaboration between illustrator and architect. The final computer generated image of the proposed building is achieved by combining the computer-generated render and the site photography within proprietary digital compositing software.

## 4. Presentation

### Graticule

4.1 Each Accurate Visual Representation is framed by a graticule which provides further information including time and date of photography, horizon markers and field of view of the lens (Figure 3).

4.2 The Field of View is represented along the top of the image in the form of markers with degrees written at the correct intervals.

4.3 The horizon markers indicate where the horizontal plane of view from the camera lies, this is defined as described above, by the surveyor.

4.4 The date and time stamp documents the time the photograph was taken and this information is taken directly from the EXIF data of the camera.

## 5. References

5.1 GLA - London View Management Framework: Supplementary Planning Guidance (2012)

5.2 Landscape Institute - Visual Representation of Development Proposals - Technical Guidance Note (September 2019)

5.3 Landscape Institute - Advice Note (January 2011) Photography and Photomontage in Landscape and Visual Impact Assessment

5.4 Landscape Institute - Guidelines for Landscape and Visual Impact Assessment: 3rd edition (April 2013)

# Appendix B – View from Branch Hill