View 18: Richmond Hill

Role of Site in Existing View

With the naked eye the tower on the 1950s College building can just be discerned.

Value of View

High - protected view of particular cultural and landscape value

Visual Receptors

Pedestrians/tourists/cyclists/ people using The Terrace

Susceptibility to Change

High - people deliberately focussed on the view and its amenity value

Overall Sensitivity

High

Skyline Assessment

The skyline extends to the distant horizon with a number of elements projecting above it. Some are of interest, others are large scale elements. In the vicinity of the site these include Twickenham Stadium. The grade I listed All Saints Church (Chertsey Road) can be seen to the front of Twickenham Stadium but does not form a skyline element. The skyline has been assessed as having a high sensitivity to change.

The College proposals would sit below the skyline and would not project above it. They would not obscure or distract from any important elements on the skyline. There would be no change to the skyline.

Extract from Viewpoint Location Plan

Image Details	
Date/Time:	16.12.14; 14.30
Focal Length:	50mm; 39.6 deg
Details:	ISO 100; f5.6; 1/125
Distance from Application site:	2.65km approx

Accurate Visual Representation

Description of Change Resulting from Proposed Development	Nature of Change as a result of Proposed Development	Significance of Effect	Residual Effect following Mitigation (Year 1)	Residual Effect (Year 15)
The taller elements of the proposed development would be seen in the distance. They would replace existing development in the view but are separated from the tower of All Hallows Church. The existing College tower which can just be picked out would be replaced. Some screening of lower elements would be provided by trees and buildings in the foreground. Roof level plan enclosures may be discerned but minor projections are unlikely to be picked out over this distance.	Over this distance the taller elements would be just discerned with the naked eye. There would be a permanent but **low** magnitude of change to the view.	Based on the outline parameters there would be a **minor neutral** change to the view	With a high quality architectural design, that provides some articulation of the visible elevations and roofscape and the use of suitable materials that do not draw the eye in terms of their colour, the built form will blend into the existing view of the townscape. **Minor neutral**	Over time as trees within and on the perimeter of the development mature there will be an increase in the amount of screening along Egerton Road with an overall reduction to a **negligible** effect

Assessment of Operational Effects

Richmond Education and Enterprise Campus Redevelopment: Environmental Statement May 2015
Appendix 16.1: A3 Plans, Existing Townscape Analysis and Visual Assessment Ref: ID13896-002

41

Part 3:
Visualisation Methodology

Richmond Education and Enterprise Campus Redevelopment: Environmental Statement May 2015
Appendix 16.1: A3 Plans, Existing Townscape Analysis and Visual Assessment Ref: ID13896-002

43

Methodology Statement

The AVRs (Accurate Visual Representations) in this document were produced using the 'View Verified Camera Matching' methodology. This is the process whereby a real camera's parameters (position, orientation and internal parameters of projection) are replicated in a three dimensional virtual environment, enabling a massing model or visualisation depicting a proposed development to be superimposed/'montaged' into a baseline photograph.

Definition of AVRs

The LVMF (London View Management Framework) defines AVRs as:

An Accurate Visual Representation (AVR) is a static or moving image that shows the location of a proposed development, the degree to which it will be visible, its detailed form and/or the materials to be used. AVRs combine images of the proposed development with a representation of the existing view. The detail of the analysis should be appropriate to the scale and type of development proposed. Additional information about preparing and using Accurate Visual Representations is contained in Appendix C.

There are 4 levels of AVR which are described as:

Level 0 - Location and size of proposal

Level 1 - Location, size and degree of visibility of proposal

Level 2 - As level 1 + description of architectural form

Level 3 - As level 2 + use of materials

This chapter defines the process involved in the production of AVRs and details the information used.

Photography

Each viewpoint is carefully chosen based on a combination of information, these include; viewshed analysis, strategic importance, open dialogue with local authority, and site walkover.

Once a decision has been on locations high resolution imagery is taken. The camera is set up at a height of 1.65m to replicate an eye level view from the specified position and the camera levelled in the x and y plane using a shoe mount spirit level. The position of the camera is marked using a plumb line and line marking paint so the location can easily be replicated by the surveyors.

The choice of lens is based on the views proximity to the site and the scale of the development. The majority of views are taken using fixed focal length lenses of 50mm (Canon EF 50mm f/1.4 USM) and 24mm (Canon EF 24mm f/2.8 IS USM) attached to our Canon EOS 5D mkII and shot at the maximum 21mp resolution with RAW files & jpegs saved.

The metadata contained in the image files records all camera settings as well as date and time which is the cross referenced with manually recorded data at the time of shooting to ensure accuracy and the camera location further documented with an image taken of the setup.

Survey

Between 8-12 alignment points are identified within each image, usually points of contrast or standout permanent immovable features, distributed throughout the image within the x,y,z planes. Each point including the camera position is then surveyed and logged based on the OS National Grid system giving Easting, Northing & AOD height. In any cases where no viable survey points are available two images are taken from the same camera position with control poles set out and surveyed in one of the images allowing the virtual camera to be orientated before the control image is swapped out.

Model Data

Each reference point is mapped out in 3d (Autocad) along with a 3d model based on floor plans and elevations which is located using OS grid references for the site. The whole model is then relocated close to the 0,0,0 (origin) and imported to 3d Studio Max.

The views are represented in the model using a camera created and positioned using the camera match function based on the surveyed points. Each view is then rendered at a resolution of 5616 x 3744 (1:1.5 ratio) so that it matches the site photography.

Final Images

The renders are overlayed with the images for the respective view (AVR level 0) in Photoshop, if required masks are applied to separate the foreground and background (AVRs levels 1-3) so the render can be inserted between the two layers to replicate the degree of visibility.

The renders are created as Tagra files which allows Photoshop to assess the alpha channel and apply transparency to glazed areas (AVR level 3) so anything lying behind the glazed area to be visible as it would be in reality.

Equipment

Camera body

Canon EOS 5D MkII

Lenses

Canon EF50mm f/1.4 USM (fixed focal length)

Canon EF24mm f/2.8 IS USM (fixed focal length)

Tripod

Manfrotto 055CLB

44

Richmond Education and Enterprise Campus Redevelopment: Environmental Statement May 2015
Appendix 16.1: A3 Plans, Existing Townscape Analysis and Visual Assessment Ref: ID13896-002