

Section 6

Verified Views

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Procedure

Overview

The process of generating verified views (also referred to as accurate visual representations (AVR)) or Verified Views was carried out by the consulting Landscape Architects, Wilder Associates (WA) and the consulting Architects, Marchese Partners (MP).

The chosen methodology for undertaking the photographic record, and accompanying 3D visualisation work, is compliant with relevant sections of: The Landscape Institute / IEMA Guidelines for Landscape and Visual Impact Assessment; Landscape Institute Advice Note 01/09 (Use of photography in landscape and visual assessment).

Locations and directions of views were agreed with LBR, and the subsequent photographs taken and recorded.

A 3-dimensional laser survey was produced of the site and its immediate environs, and with a known camera position, photographic and surveyed existing visible features, the development model was accurately aligned to laser survey, and subsequently the photograph.

Photography

For each agreed verified view, photographs were taken with a digital SLR camera. The location at which the photographs were recorded using GPS coordinates, elevation of the lens and the direction of view. The camera was levelled horizontally and laterally by means of two camera mounted spirit levels and minimum of 50% overlap of shots for panoramic photography was used.

Equipment Used for Photography:

- Canon EOS 70D SLR camera
- Canon 35mm lens
- Tripod
- GPS Drone - recording location and elevation
- Magnetic Direction Finder

Post Production

Each verified view photograph was processed and stitched together using a method of cylindrical projection to form a panorama.

Standard (digital) photographic post production techniques were used to create a corrected final image file to be used as the basis for each photomontage.

The 3-dimensional model was checked for accuracy and consistency with supplied topographical survey data and aligned to the OS co-ordinate system, correct north/south orientation and elevation in 3D Studio Max - an industry standard animation and visualisation software package.

Lens Cropping

Due to the design of some digital SLR cameras, even when taking a photograph with a 35mm, some digital sensors crop the image, and so do not record the same photographic data as would a normal analogue camera. In this case, to ensure alignment of the model in 3D Studio Max accurately, a correction factor must be applied to the virtual camera, which then crops the render to match the cropping of the photograph.

When merging the render of the development model with the photograph, this ensures the perspective and field of view is the same for both.

In this case, with a 35mm lens and cropping sensor, based on Canon's cropping ratio, a correction of 1.6 was applied to the 35mm lens, giving the 56mm lens requirement to be used in 3D Studio Max.

Aligning the Model to the Photograph

The collected survey reference point and camera location data was input into the software relative to the OS co-ordinate, to ensure the virtual camera was correctly located and orientated as per the photographic data.

Due to site restrictions, it was not possible to photograph the field of view required to illustrate the verification within one photographic shot. There was therefore a requirement


to stitch a number of photographs together. However, this method can produce extreme perspective in the view to be verified, which can make matching of the development model very difficult. Further to this, due to the number of trees along the river frontage, and low height of buildings behind them, very little reference data could be collected against which to match the development model.

The chosen methodology therefore based each verified view on one main photograph, chosen for its location in the field of view, and the ability to record verifiable physical data against which the development model could be matched, with secondary photographs used to provide the full field of view.


Using a photo editing package, namely Adobe Photoshop CC, the photography, rendered survey reference points and proposed development were aligned. Any residual distortions in the underlying panoramic photography was matched at this stage.

AVR Classification


There are generally 4 accepted levels of detail associated with the development of verified views:




AVR Level 0
Location and size of proposal alone



AVR Level 1
Location, size and degree of visibility or proposal



AVR Level 2
As level 1 + description of architectural form



AVR Level 3
As level 2 + with materials and lighting applied

For each view enclosed in the analysis, a level 1 and Level 3 view has been provided.

Occlusion and Perception of the Proposed View

Within the limits of current technology and available data, techniques and experienced judgement were employed by the visualiser to manipulate the rendered image so that it appears as photorealistic as possible. With the rendered proposals aligned to the photography, a mask was applied to hide aspects of the proposed development that would be occluded.

Summary

Where a 50mm lens is generally required to ensure that the perspective of the proposed building is not extreme, it is essential to recognise that, two-dimensional photographic images and photomontages alone cannot capture or reflect the complexity underlying the visual experience, and should therefore be considered an approximation of the three-dimensional visual experience that an observer would receive in the field.

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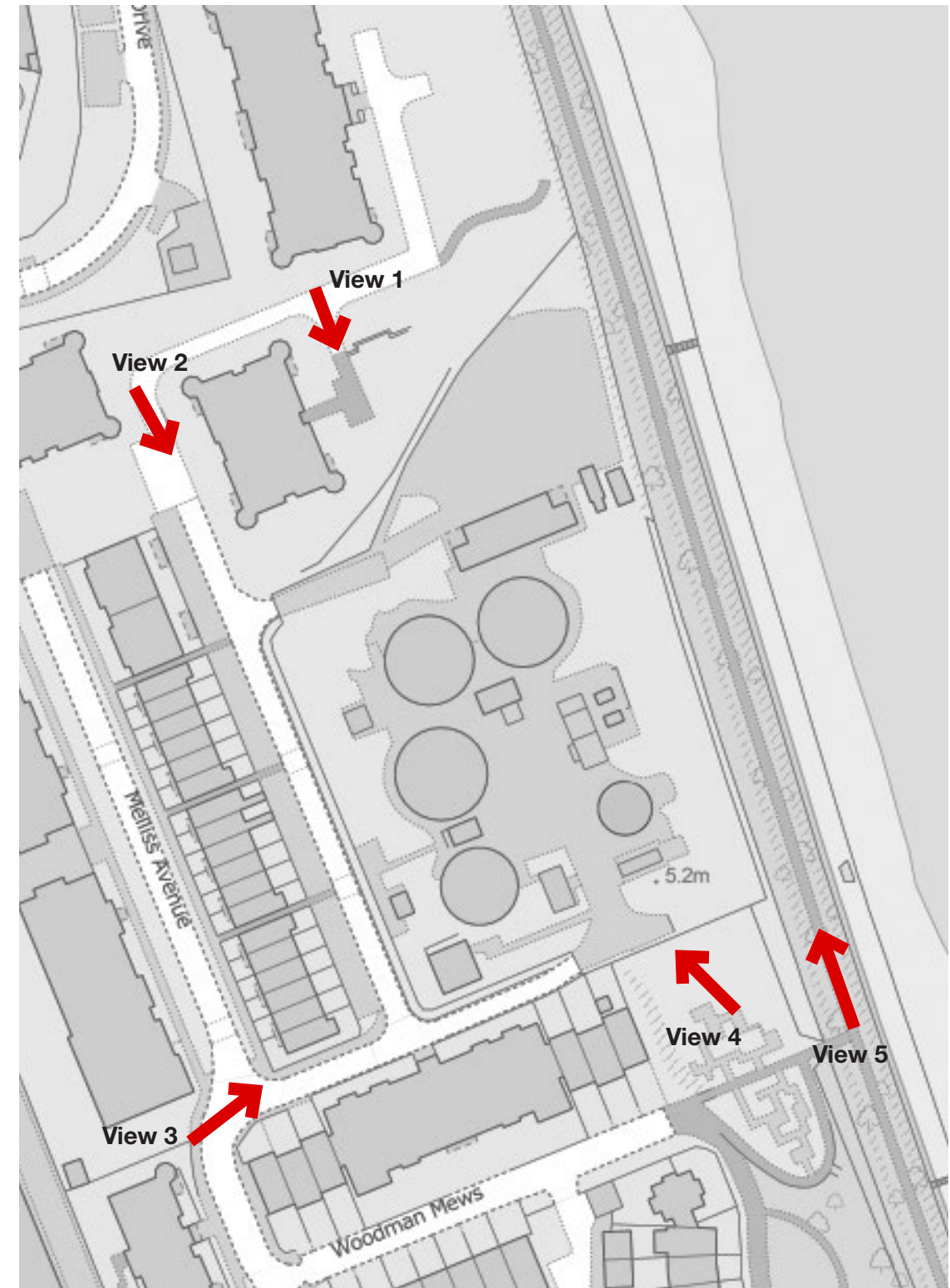
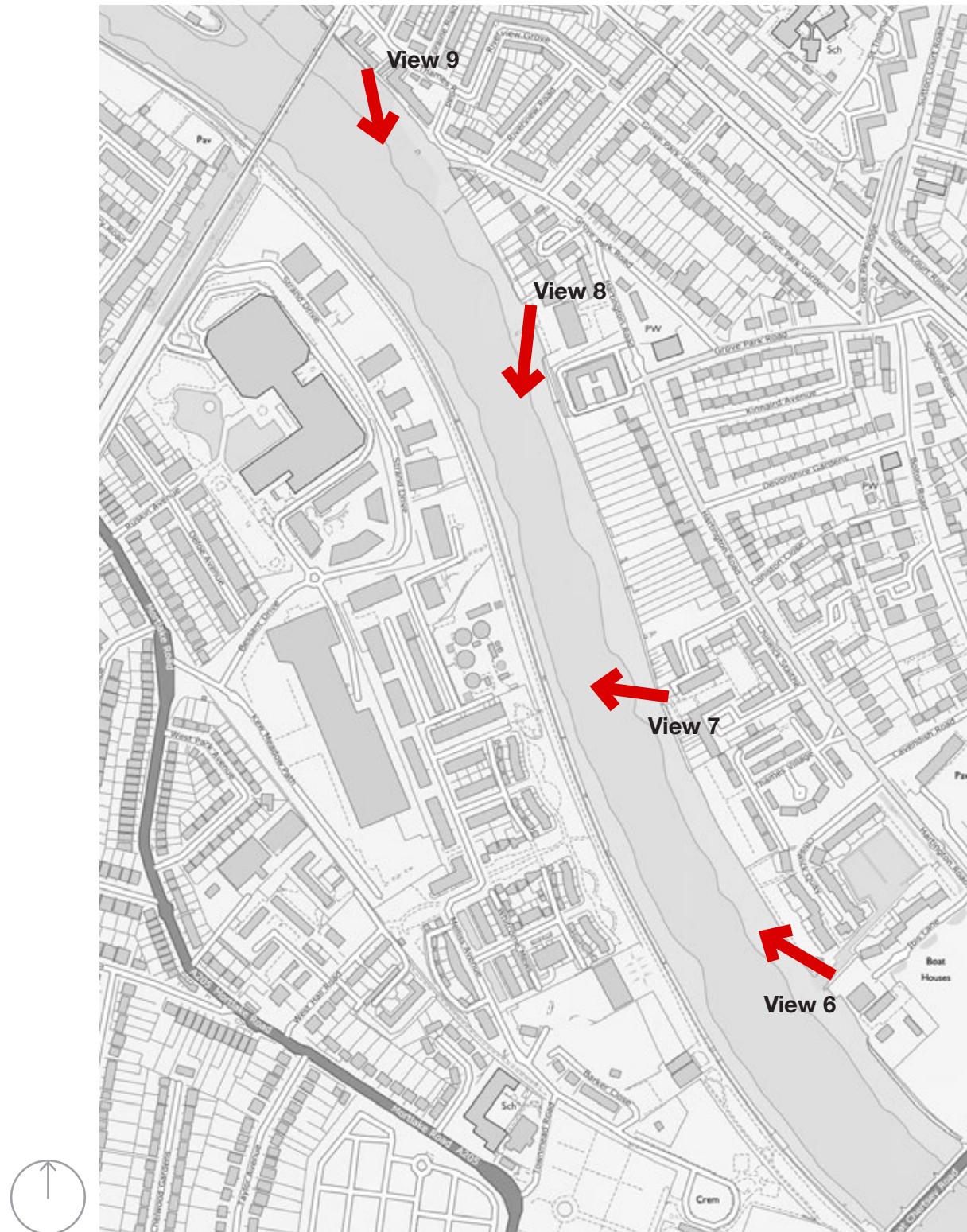
View Data

Photographic Data

The photographic data for each verified view was taken on the following days:

View 1	Date Taken 04.05.18
Distance	105m
Level of Camera	5.6m
View:	From residential street to the north
View 2	Date Taken 04.05.18
Distance	100m
Level of Camera	5.6m
View:	From residential street to the north-west of the site
View 3	Date Taken 04.05.18
Distance	50m
Level of Camera	5.6m
View:	From Melliss Avenue
View 4	Date Taken 26.03.18
Distance	80m
Level of Camera	6.6m
View:	From public gardens to the south of the site
View 5	Date Taken 04.05.18
Distance	82m
Level of Camera	6.6m
View:	From riverside towpath
View 6	Date Taken 26.03.18
Distance	525m
Level of Camera	4.6m
View:	From Chiswick Quay and Mortlake Anglian and Alpha Boat Club

View 7	Date Taken 17.04.18
Distance	195m
Level of Camera	4.6m
View:	From Chiswick Staithe Riverfront
View 8	Date Taken 26.03.18
Distance	385m
Level of Camera	6.6m
View:	From Outrigger Club United Kingdom
View 9	Date Taken 26.03.18
Distance	645m
Level of Camera	6.6m
View:	From Bulls' Head Grade II Listed Pub



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View 1

Date Taken 04.05.18
Distance 105m
Level of Camera 5.6m
View: From residential street to the north



Existing Level 1 AVR - Spring

View 1 illustrates the proposals in context looking south from the residential street just north of Terrano House.

Due to the existing Oak trees planted to mask the view to the Biothane Plant, the building is well screened, and due to the retention of the trees in this location, the view will remain as illustrated. The selection of facade materials enables the building to blend well with the existing Kew Riverside properties.



Proposed Level 3 AVR - Spring

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View 2

Date Taken 04.05.18
Distance 100m
Level of Camera 5.6m
View: From residential street to the north-west of the site



Existing Level 1 AVR - Spring

View 2 illustrates the proposals in context looking south from Melliss Avenue towards Saffron House.

With the removal of the existing trees along Melliss Avenue, the main vista along is opened up, providing a clear view to the entrance of Saffron House beyond, and a much increased sense of openness and space to the rear of the Town-houses, and much improved quality to this residential street.



Proposed Level 3 AVR - Spring

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View 3

Date Taken 04.05.18
Distance 50m
Level of Camera 5.6m
View: From Melliss Avenue



Existing Level 1 AVR - Spring

View 3 illustrates the proposals in context when looking east from Melliss Avenue.

As one approaches the site from the main access road to the south, the building can be seen behind the town-houses to Melliss Avenue. With the car park to the south, the 20m setback from Saffron house can be clearly seen (providing daylight and sunlight benefits to these properties) and the towpath tree line in the background is now also visible.



Proposed Level 3 AVR - Spring

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View 4

Date Taken 26.03.18
Distance 80m
Level of Camera 6.6m
View: From public gardens to the south of the site



Existing Level 1 AVR - Winter

View 4 illustrates the proposals in context when looking north-west from the public gardens to Saffron House.

An underutilised public space, and landscaped environment of low quality fronts a sporadic tree and shrub line forming the southern boundary of the site. During the winter months the building is well defined, and will provide a backdrop to this pedestrian connection to the towpath. During the spring and summer months, views of the development will be significantly reduced by trees in leaf.



Proposed Level 3 AVR - Winter



Proposed Level 3 AVR - Spring
Unverified

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View 5

Date Taken	04.05.18
Distance	82m
Level of Camera	6.6m
View:	From riverside towpath looking North



Existing Level 1 AVR - Spring

View 5 illustrates the proposals in context when looking north from the public towpath, south of the proposed development.

Where the tree and shrub growth to the towpath is very dense in this locale, both during the winter and spring/summer months, the building is significantly masked, and views are limited.

Glimpses of the building will be provided as one progresses the length of the towpath, but it is clear that the existing quality and amenity of this small part of countryside, will not be impacted.



Existing Level 3 AVR - Spring

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View 6

Date Taken	26.03.18
Distance	525m
Level of Camera	4.6m
View:	From Chiswick Quay and Mortlake Anglian and Alpha Boat Club



Existing Level 1 AVR - Winter

View 6 illustrates the proposals in context when looking north from the east bank of the river. This view is taken from the entry to Chiswick Quay.

During the winter months, when the tree line along the towpath is without leaf, the development can be seen peeking over the tops of the tree line. It is expected that during the months when trees are in leaf, the extent of the proposed development visible above the tree line will be very much limited.



Existing Level 3 AVR - Winter

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View 7

Date Taken	17.04.18
Distance	195m
Level of Camera	4.6m
View:	From Chiswick Staithe Riverfront

View 7 illustrates the proposals in context when looking west from the east bank. This view is taken from Chiswick Staithe Riverfront.

During the winter months, the building can be clearly seen through the towpath tree line, and is as equally visible to the east river bank as its adjacent developments.

During Spring and Summer the extent of the proposed development will be considerably reduced and masked by the trees along the river bank, and limited to this section of the river.



Existing Level 1 AVR - Winter



Proposed Level 3 AVR - Spring - Unverified



Proposed Level 3 AVR - Winter

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View 8

Date Taken	26.03.18
Distance	385m
Level of Camera	6.6m
View:	From Outrigger Club United Kingdom looking South



Existing Level 1 AVR - Winter

View 8 illustrates the proposals in context when looking southwest from the east bank. This view is taken from the University of London's Boat Club foreshore.

During the winter months, the building can be seen peeking through the towpath tree line, and is as equally visible as the adjacent Kew Riverside Park, to the north. During the months when trees are in leaf, the extent of the proposed development will be considerably masked, and due to the more extensive tree growth in the vicinity of the site, and greater setback from the river frontage, significantly less visible than it's adjacent developments.



Existing Level 3 AVR - Winter

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View 9

Date Taken	26.03.18
Distance	645m
Level of Camera	6.6m
View:	From Bulls Head Grade II Listed Pub looking South



Existing Level 1 AVR - Winter

View 9 illustrates the proposals in context when looking south from the east bank. This view is taken from the river path adjacent the Bull's Head in Chiswick.

During the winter months, the building is completely hidden by the trees along the towpath, and so to during the spring/summer months.

As this is the only location along the Thames that is publicly accessible on the eastern bank, it can be seen that there will be no visual impact to this existing vista.



Proposed Level 3 AVR - Winter

