



B&Q CRICKLEWOOD, CRICKLEWOOD LANE

BARNET COUNCIL

MAY 2021

TOWNSCAPE OVERVIEW

Prepared for Montreaux Cricklewood Developments Ltd

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I.0 INTRODUCTION

Introduction

1.1 This report provides an independent design assessment and assesses the qualitative visual townscape effects of the proposed development on the site of the current B&Q in Cricklewood, accessed from Cricklewood Lane, in the London Borough of Barnet (LBB). The proposed development has been designed by EPR Architects with Montagu Evans providing the heritage and townscape advice. An outline application has been made consisting of generous public routes and spaces with building heights varying from 6 to 25 storeys. The site falls within the Brent Cross/Cricklewood Opportunity Area and is in fact at the most critical part of it, being adjacent to the railway station. This report is based on an illustrative design arising from the parameter plans and design codes. The Design and Access Statement provides illustrative images of the same architectural approach. This document is supplementary and illustrative alongside the outline application pack and does not form part of the ES. Citydesigner ('the consultancy') has been commissioned independently by Montreaux Cricklewood Developments Ltd ('the applicant') to provide further information on the **illustrative scheme** and its visual effects on the townscape and nearby heritage assets. It should be read in conjunction with EPR's 'Design and Access Statement' and 'Design Guidelines', and Montagu Evans's 'Heritage, Townscape and Visual Impact Assessment' (HTVIA) report that were submitted with the planning application.

1.2 Chapter 2.0 of this report provides an appraisal of the design proposal. The potential impact of the proposed development on the townscape is assessed in chapter 3.0, with particular regard to the submitted set of carefully chosen townscape views, but also to an additional five views chosen by the consultancy to further assist the planning authority. The final chapter at 4.0 presents the conclusions of the study.

The development site

1.3 The site, outlined in red in figure 1.1, is in the neighbourhood of Cricklewood between the station and the main street, The Broadway. This is part of a street of many names, starting at Speaker's Corner in central London and finishing north of the town of Edgware over 3 miles beyond the North Circular. The low lying position of The Broadway, beyond the high ground of Brondesbury, and its continuous 'lining' of grand three storey terracotta blocks of flats above shops with their distinctive 'castellated' skyline of chimneyed - balustraded piers are of note. Among them the highly modelled and detailed terracotta Crown Pub stands back proudly from the street frontage.



Fig. I.1: 2020 Ordnance Survey map showing the development site, highlighted in red.

- 1.4 Residential areas exist either side of The Broadway in well organised layouts. There are three residential typologies from well-appointed detached/large gardens, mostly to the south-west; more modest semi-detached/small gardens on both sides; and terraces, mostly but not all to the north-east. East of the railway edge of Cricklewood, residential layouts become more complex, climbing the hill towards Hampstead. The most unique housing group is the 'railway cottages' at the northern end of the town between The Broadway and the railway. They consist of five straight rows of closely grouped terraces, the middle rows offering on to communal gardens with access lanes serving the backs. The 'front' row faces The Broadway through a mature treeline and consist of better-appointed dwellings with individual gardens. They are situated within the Railway Terraces Conservation Area.
- 1.5 To the immediate south and east is an estate of large scale shed retail including the subject site, presently a large B&Q outlet. This area was formerly railway sidings.
- 1.6 Several permissions for residential accommodation have been given and some sites are already cleared. They also form part of the Brent Cross/Cricklewood Opportunity Area, designated as an area for major housing and employment growth within both LBB's Local Plan and the London Plan.

2.0 THE PROPOSED DEVELOPMENT

The Design and Access Statement, Parameters and Design Codes

2.1 As the planning application has been submitted in outline, any additional assessment of effects such as this document must be based on clear guidance including the design codes and illustrations to ensure the required quality of design is forthcoming at reserved matters stage, while enough flexibility is provided for adaptations to occur during the more detailed design development. The quantum of accommodation, height and disposition of buildings, and the use and quality of the external spaces they provide is set out in the Design and Access Statement, together with rendered images of the scheme, which illustrate the type of architectural approach



Fig. 2.1: Proposed illustrative masterplan - ground floor plan.

and use of materials intended. Further architectural work has been done to illustrate the intentions of the design codes. This manifests as a more fully rendered computer model which has been used to form Accurate Visual Representations (AVRs) using surveyed photographs of an extended version of the original list of views. A view of the model is on the following page and a representative elevation is provided at figure 2.2 on this page.

2.2 Figure 2.1 shows the richly landscaped and extensive public open space as defined by four podium structures from which nine residential blocks rise to a variety of heights from 6 up to 25 storeys. Generally paired with interlinking wings between, that to the south of the site has three smaller towers.

2.3 The 25 storey tower is intended to landmark the regeneration and the adjacent station. It is unique in the ensemble for its upper square plan and 45-degree angle to the grid of the development. This, together with its open and generous crown, sets it apart as a special element. The second highest tower has a similar, less complex architectural feature. The highest tower is increased in its elegance by continuing the crowning theme of four separated facades by way of corner balconies. Other towers diminish progressively in height towards the north-west.

2.4 There is a variety of brick colour with a red for the higher elements changing to brown and then grey as the heights diminish. Some intermediate linking elements are white to contrast with the higher elements. The fenestration to each element is similar, but not identical, from tower to tower, with a stronger architectural order to the landmark tower.

2.5 The scale of the proposed buildings is clearly greater than that of the townscape context, but the visual experience from street level and from within the development will integrate with the sensitive use of materials and the human scale and rhythmic patterns represented by the fenestration. The down view of the model at figure 2.3 is shown in order to provide a diagram of the overall form, but the actual experience from within the townscape is best illustrated by the AVRs in the following chapter.

2.6 This is a well-designed project which when seen from within the townscape will generally be a positive addition.



Fig. 2.2: Proposed north-east elevation of the illustrative scheme.

2.0 THE PROPOSED DEVELOPMENT (CONTD.)



Fig. 2.3: Aerial view of the illustrative scheme generated using VU.City.

3.0 ASSESSMENT OF VISUAL IMPACT

INTRODUCTION

- 3.1 In the July 2020 HTVIA, Montagu Evans (ME) assessed the likely effects of the proposed development on heritage, townscape and visual receptors with the assistance of 17 Accurate Visual Representations (AVRs) illustrating the 'maximum parameter envelope'. A review of these viewpoints was undertaken by the consultancy and five additional viewpoints were selected that further illustrate the urban relationships likely to arise between the development and the surrounding townscape, heritage assets and local urban vistas. The additional views are views A to E, shown in figure 3.1 alongside views 1 to 17 from the HTVIA.
- 3.2 All 22 views studied in this chapter have been surveyed and shown as comprehensive Accurate Visual Representations (AVRs) of the **illustrative scheme**. They were projected by incorporating a computer model of the proposed development into a series of surveyed photographs, produced by Cityscape, a specialist in the field. Thirteen of the 22 verified views have been developed into photorealistic rendered AVRs which give both a qualitative and a quantitative representation of the **illustrative scheme**. Eight are represented in wireline form, a simplified tool which demonstrates an overall outline effect of the **illustrative scheme**, as it would be perceived from a specific viewpoint. One view (view 12 from Cricklewood Broadway looking south-east) has been shown as it is in the HTVIA, i.e., a wireline representation of the maximum parameter envelope, as the proposals are hidden from that position.
- 3.3 The surveyed photographs have been extracted from the July 2020 HTVIA, with the exception for the photographs for views 4, 5, 6, 7, 8, 9, 11, 14 that have been retaken in April 2021 in better weather conditions. Photographs were also taken and surveyed in April 2021 for views A to E.
- 3.4 The consultancy has assessed the visual effect of the proposed **illustrative scheme** on the local environment, making use of both the quantitative and the qualitative material. It has considered all the views in real time over several site visits. The observations have been related in writing, in conjunction with the AVRs created by Cityscape, to give the reader a real sense of the visual effect of the proposed development. The written work includes objective and subjective commentary and the assessment is not of the two dimensional images but of the interpretation of the likely effect using the images as a tool. There is, however, no substitute to actually visiting the site with this document to hand, which is highly recommended.
- 3.5 Each of the 22 view illustrations contains one images of the proposed development as a photorealistic rendered AVR or a wireline AVR.
- 3.6 The written commentary is a combination of those by ME and by Citydesigner. Where the view is taken from ME's July 2020 HTVIA the maximum parameter assessment text refers to the assessment included in the HTVIA. The Citydesigner assessment text of the **illustrative scheme** follows either simply quantitative in the case of a wireline representation or both quantitative and qualitative in the case of a fully rendered representation.

- 3.7 The solid green coloured wireline represents the parts of the proposed **illustrative scheme** that would be seen without obstruction or are only hidden by trees. The parts of the proposed development that are fully hidden behind other buildings or structures are shown with a dotted wireline. A methodology statement by Cityscape, setting out in detail how accurate visual representations are created, is included in Appendix 1 of this report.

- 3.8 The 22 viewpoints are listed below:

July 2020 HTVIA viewpoints:

- View 1:** Clitterhouse Playing Fields looking south (wireline)
- View 2:** Claremont Road/The Vale junction looking south (wireline)
- View 3:** Hampstead Cemetery looking west (wireline)
- View 4:** Cricklewood Lane (the Tavern) looking west (render)
- View 5:** Cricklewood Station looking south-west (render)
- View 6:** Oak Grove looking north-west (render)
- View 7:** Elm Grove looking north-west (render)
- View 8:** Cricklewood Broadway (The Crown pub) looking north (render)
- View 9:** Chichele Road looking north-east (render)
- View 10:** Walm Lane/St Gabriel's church looking north-east (wireline)
- View 11:** Ashford Road looking north-east (render)
- View 12:** Cricklewood Broadway looking south-east (wireline)
- View 13:** Railway Terraces, Needham Terrace looking south-east (wireline)
- View 14:** Railway Terraces allotments looking south-east (render)
- View 15:** Railway Terraces, Johnston Terrace looking south-east (wireline)
- View 16:** Railway Terraces, Rockhall Way Gardens looking south-east (wireline)
- View 17:** LVMF view 5 assessment viewpoint A.2 Greenwich Park, the General Wolfe Statue (wireline)

Additional viewpoints:

- View A:** Edgware Road, bus stop north of Longley Way (render)
- View B:** Cricklewood Broadway looking along Cricklewood Lane (render)
- View C:** Fordwych Road by No.108 (render)
- View D:** Cricklewood Lane by Church of St Agnes (render)
- View E:** Kara Way (render)

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)
INTRODUCTION (CONTD.)

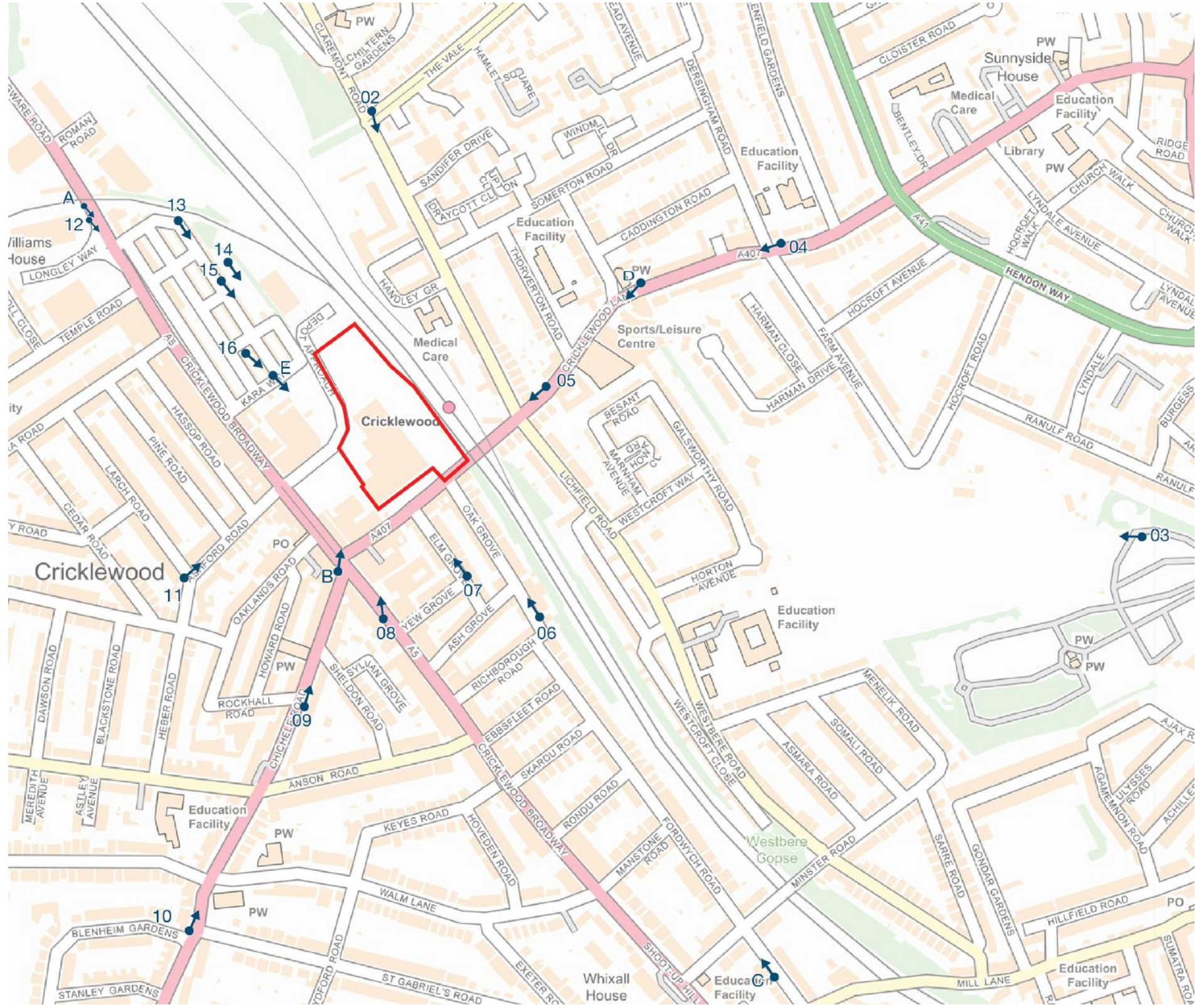
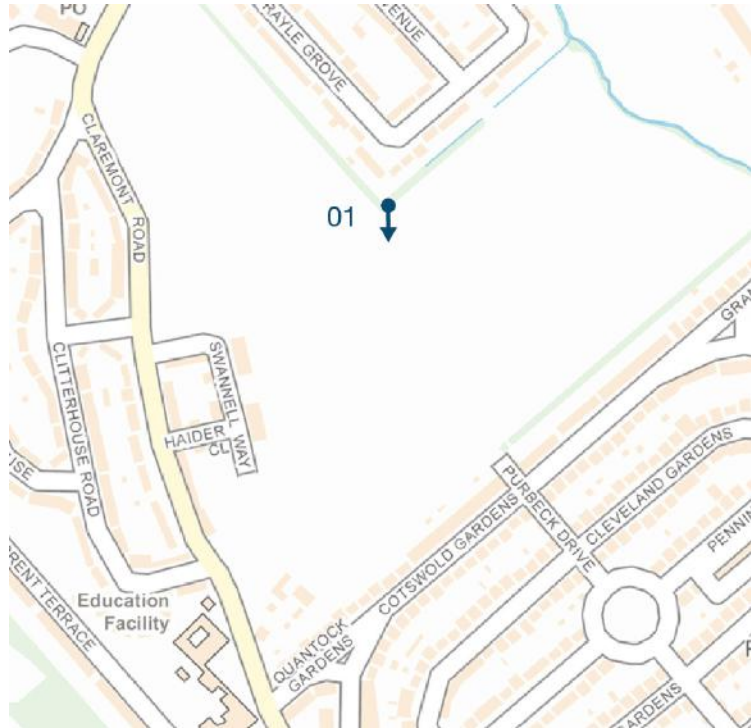


Fig 3.1: Maps showing the position of the 17 viewpoints from the July 2020 HTVIA and the 5 additional viewpoints (views A, B, C, D, and E). The development site is outlined in red.

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW I - CLITTERHOUSE PLAYING FIELDS LOOKING SOUTH (PROPOSED - WIRELINE)

Proposed

Proposed Maximum Parameters:

The larger representation of the scheme was assessed by ME to be of low magnitude and likely, once refined, to be minor in quantum and beneficial in quality.

Proposed Illustrative Scheme:

It is possible to confirm from the expression of the more elegant outline, compared with that depicting the maximum parameters, and from interpolating the rendered versions of the **illustrative scheme**, that the effect is likely to be minor in this view and beneficial for the addition of a well-designed landmark development.



VIEWPOINT LOCATION



VIEW I

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW 2 - CLAREMONT ROAD / THE VALE JUNCTION LOOKING SOUTH (PROPOSED - WIRELINE)

Proposed

Proposed Maximum Parameters:

The proposed maximum parameters were assessed by ME as a minor effect, which is beneficial.

Proposed Illustrative Scheme:

Owing to the proposed development being mostly obscured by vegetation, and in the knowledge of the well-designed **illustrative scheme**, the consultancy agrees with the ME assessment that it will give rise to a minor and beneficial effect.



VIEWPOINT LOCATION



VIEW 2

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW 3 - HAMPSTEAD CEMETERY LOOKING WEST (PROPOSED - WIRELINE)

Proposed

Proposed Maximum Parameters:

The proposed scheme was assessed by ME as giving rise to a minor and adverse effect as a new addition to an otherwise landscape only view.

Proposed Illustrative Scheme:

Owing to the more elegant outline, shown with a green wireline, and being able to interpolate the quality of architecture and potential landmark status, the consultancy believes that the cemetery is not compromised by its visibility. On all three other sides, the cemetery is hemmed in by dense residential development. The consultancy believes that this is a minor effect which is neutral/beneficial as it takes up a small portion of the view, but is, at the same time, representing a well-designed local landmark.



VIEWPOINT LOCATION



VIEW 3

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW 4 - CRICKLEWOOD LANE (THE TAVERN) LOOKING WEST (PROPOSED - RENDER)

Proposed

Proposed Maximum Parameters:

The assessment by ME takes into account the rather poor existing townscape in contrast to the locally listed pub, the layering of more recent development, and the proposed development being an addition to that layering, but of better quality architecture, more dense and higher, as a marker for the town centre and the station. This has resulted in a minor and beneficial effect.

Proposed Illustrative Scheme:

Two aspects of the **illustrative scheme** are visible in this rendered view: the higher landmark element; and, divorced from it by the existing blocks, two further blocks clearly stepping down in height. The latter are richly articulated at the corners, adding verticality and with their tops articulated. The former is in contrasting brick, promising a form of elegant proportions and with an open series of four separated, extended, and arcaded parapets, forming an interesting architectural feature of generous proportions. The effect, therefore, as it is a striking image, is of moderate quantum and is beneficial to the townscape, owing to the well-designed elements and expressly articulated landmark tower.



VIEWPOINT LOCATION



VIEW 4

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW 5 - CRICKLEWOOD STATION LOOKING SOUTH-WEST (PROPOSED - RENDER)

Proposed

Proposed Maximum Parameters:

ME describe in detail the different elements in their outline form and declare an effect of minor/moderate change in the view, which includes a way-finding role at the station, therefore being beneficial.

Proposed Illustrative Scheme:

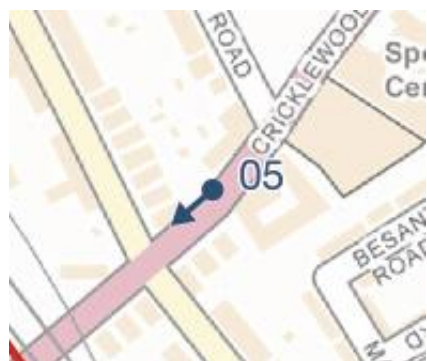
In the case of this AVR, the architects have experimented with a variation in the material colour. As this is a very substantial group of buildings spanning across the photograph and nearly filling it in height, it is a major effect. However, it is also demonstrably beneficial in both its overall composition, in the well-designed buildings and, in particular, the architectural celebration at the top of the landmark element, with the ability to effectively lead receptors to the station. It is therefore a beneficial effect.



PROPOSED

VIEW 5

VIEWPOINT LOCATION



3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW 6 - OAK GROVE LOOKING NORTH-WEST (PROPOSED - RENDER)

Proposed

Proposed Maximum Parameters:

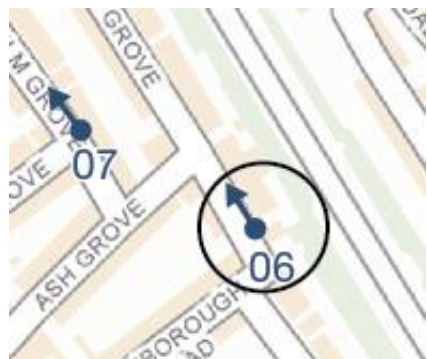
ME point out the role as a terminating feature, the contrast in scale, and the articulation of the form while their assessment is of a moderate degree and an adverse effect.

Proposed Illustrative Scheme:

This terminating feature is a meaningful landmark and its architecture supports that function with its elegant form, textural simplicity, compatible choice of material, and celebratory top. The qualities visible in the render of the **illustrative scheme** overcome adverse effects and convert the assessment to a moderate impact and a beneficial effect.



VIEWPOINT LOCATION



VIEW 6

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW 7 - ELM GROVE LOOKING NORTH-WEST (PROPOSED - RENDER)

Proposed

Proposed Maximum Parameters:

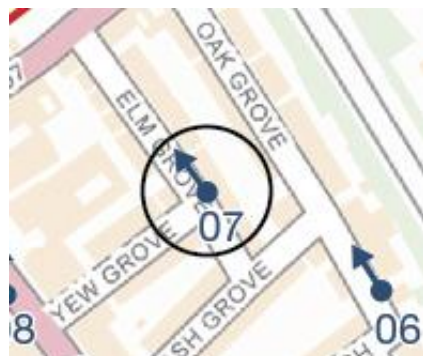
As a mere outline, also one which is outsized as a result of parameters, it is understandable why an assessment of significance and one which is adverse can be concluded as ME has done.

Proposed Illustrative Scheme:

With architectural detail, colour and definition, the scheme becomes a qualitative addition to the townscape. Its related parts, which vary in form, height and materiality, present a pattern and scale which is compatible with the context. Although not being a formal view, the generously formed top of the landmark building signals a meaningful place and provides a visually rich incident. This gives rise to a moderate impact on the view, but one which adds a beneficial and meaningful layer of townscape in the view.



VIEWPOINT LOCATION



VIEW 7

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW 8 - CRICKLEWOOD BROADWAY (THE CROWN PUB) LOOKING NORTH (PROPOSED - RENDER)

Proposed

Proposed Maximum Parameters:

With the larger impact of the parameter outline forming a backdrop to the pub, ME concluded an adverse effect but one of negligible significance.

Proposed Illustrative Scheme:

The rendered view gives rise to a smaller backdrop and one which is of an harmonious colouration and made of small-scale elements with gaps between them. The latter reflect the chimneyed silhouette of the pub. This leads to the **illustrative scheme** giving rise to a minor impact which is neutral in effect.



VIEWPOINT LOCATION



VIEW 8

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW 9 - CHICHELE ROAD LOOKING NORTH-EAST (PROPOSED - RENDER)

Proposed

Proposed Maximum Parameters:

Here the development continues the street architecture in object form, but without elegance, adequate gaps or sufficient definition or detail, it cannot prevent an assessment by ME causing a moderate impact which is adverse in nature.

Proposed Illustrative Scheme:

The three visible parts of the **illustrative scheme** better represent the elegance of each and comfortable gaps between. They recede as accents against the sky, much as the Mosque campanile does. While the apparent scale is compatible with the context, the verticality of the various elements has the campanile as a companion. While the maximum parameters defy the elegance, in their slimmer form and sympathetic materiality, qualities of compatibility with their context and marking of the centre, public landscaped spaces and the station give rise to a moderate impact which is beneficial to the townscape.



VIEWPOINT LOCATION



VIEW 9

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW 10 - WALM LANE / ST GABRIEL'S CHURCH LOOKING NORTH-EAST (PROPOSED - WIRELINE)

Proposed

Proposed Maximum Parameters:

ME state a negligible and beneficial effect while the scheme is largely hidden behind trees.

Proposed Illustrative Scheme:

The **illustrative scheme** is even less visible, to the extent of a neutral rating.



VIEWPOINT LOCATION



VIEW 10

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW 11 - ASHFORD ROAD LOOKING NORTH-EAST (PROPOSED - RENDER)

Proposed

Proposed Maximum Parameters:

Owing to the contrasting scale between background and foreground and the inevitable reduction in gaps between the blocks and consequent broadening of each structure, ME found there to be a moderate impact which had an adverse effect.

Proposed Illustrative Scheme:

In the case of this AVR, the architects have experimented with a variation in the material colour. The actual blocks are illustrated as narrower and further apart from each other than in the maximum parameters version. Furthermore, their differences are apparent both in colour and in the treatment of fenestration. Particular to the two higher blocks to the right are their animated tops, where there is a generosity of detail and a separation of the planes. The group embody an interesting progression of architectural status, the highest clearly representing a genuine landmark. This moderate impact juxtaposes a new district in the town with the existing historic structures alongside it. They complement each other giving rise to a beneficial effect.



VIEWPOINT LOCATION



VIEW 11

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

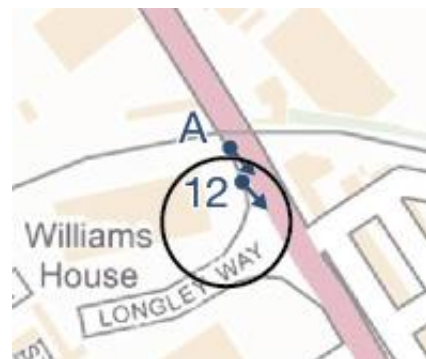
VIEW 12 - CRICKLEWOOD BROADWAY LOOKING SOUTH-EAST (PROPOSED - WIRELINE)

Proposed

The proposed development is entirely occluded by the foreground buildings, therefore, the AVR has not been updated to show the illustrative scheme.



VIEWPOINT LOCATION



WIRELINE SHOWING THE MAXIMUM PARAMETER ENVELOPE

VIEW 12

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW 13 - RAILWAY TERRACES, NEEDHAM TERRACE LOOKING SOUTH-EAST (PROPOSED - WIRELINE)

Proposed

Proposed Maximum Parameters:

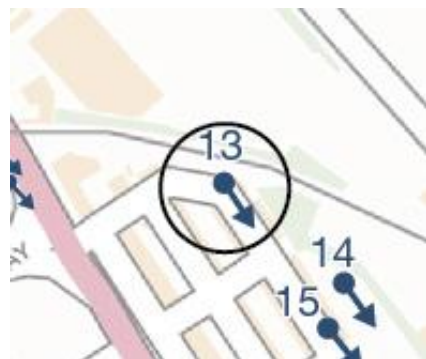
Though found to be negligible, the larger representation of the parameters was also judged as adverse.

Proposed Illustrative Scheme:

The green wireline better captures the true impact of the **illustrative scheme** and when the actual material visibility is interpolated from the rendered AVR for View E and other renders, it becomes clear that the qualitative expression of the proposed buildings will give rise to a negligible impact which the viewer will not find intrusive and, therefore, is likely to have a neutral effect.



VIEWPOINT LOCATION



VIEW 13

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW 14 - RAILWAY TERRACES ALLOTMENTS LOOKING SOUTH-EAST (PROPOSED - RENDER)

Proposed

Proposed Maximum Parameters:

More of the development was visible as a maximum parameter image and lacked evidence of the variation in architectural treatment. The landmark highest building was not identifiable. This led to a minor and adverse effect being recorded.

Proposed Illustrative Scheme:

With the full render, the **illustrative scheme** is receding into the distance towards the landmark tower, discernible by its special top detail. It provides a glimpse of qualitative elements some distance away, not intruding, but connecting this domestic communal enclave with the more civic scale of the town centre. This is a worthy and legible townscape conjunction which is so slight as not to intrude upon the tranquillity experienced there. This gives rise to a minor impact which is close to neutral in effect but with some beneficial qualities.



VIEWPOINT LOCATION



VIEW 14

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW 15 - RAILWAY TERRACES, JOHNSTON TERRACE LOOKING SOUTH-EAST (PROPOSED - WIRELINE)

Proposed

Proposed Maximum Parameters:

Though found to be negligible, the larger representation of the parameters was also judged as adverse.

Proposed Illustrative Scheme:

The green wireline of the **illustrative scheme** better captures the true impact and when the actual material visibility is interpolated from rendered AVRs, it becomes clear that the qualitative expression of the proposed buildings will give rise to a negligible impact which the viewer will not find intrusive and therefore is likely to have a neutral effect.



VIEWPOINT LOCATION



VIEW 15

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW 16 - RAILWAY TERRACES, ROCKHALL WAY GARDENS LOOKING SOUTH-EAST (PROPOSED - WIRELINE)

Proposed

Proposed Maximum Parameters:

Though found to be negligible, the larger representation of the parameters was also judged as adverse.

Proposed Illustrative Scheme:

The green wireline of the **illustrative scheme** better captures the true impact and when the actual material visibility is interpolated from rendered AVRs, it becomes clear that the qualitative expression of the proposed buildings will give rise to a negligible impact which the viewer will not find intrusive and therefore is likely to have a neutral effect.



VIEWPOINT LOCATION



VIEW 16

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW 17 - LVMF VIEW 5 ASSESSMENT VIEWPOINT A.2 GREENWICH PARK, THE GENERAL WOLFE STATUE (PROPOSED - WIRELINE)

Proposed

Both the maximum parameters envelope assessed in the HTVIA and the **illustrative scheme**, shown here with a green wireline, are of negligible impact.



VIEWPOINT LOCATION



VIEW 17

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW A - EDGWARE ROAD, BUS STOP NORTH OF LONGLEY WAY (PROPOSED - RENDER)

Proposed

Proposed Illustrative Scheme:

The view is likely to be the only appearance of the proposed development seen above the Railway Terraces Conservation Area as a whole. While the conservation area's qualities are only fully experienced from within, this glimpse from the bus stop will give rise to a conjunction with the proposal. Two elements of the proposed **illustrative scheme** will be visible but in elegant form and materiality which is compatible with the texture and materiality of the conservation area's buildings. The landmark qualities through the elegance and crowning feature of the highest building do not affect the experience or identification of the conservation area. Motion parallax will inform the viewer that it is some distance away. Were it not for the high quality of the architecture, this would be an adverse effect, however, this quality means it is a rich visual addition to the view and, therefore, a minor impact with a neutral/beneficial effect.



VIEWPOINT LOCATION



VIEW A

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW B - CRICKLEWOOD BROADWAY LOOKING ALONG CRICKLEWOOD LANE (PROPOSED - RENDER)

Proposed

Proposed Illustrative Scheme:

From The Broadway towards the station, only the landmark element of the **illustrative scheme** is visible. Consented schemes in the foreground will diminish its appearance but the all-important signal of the landmark through the visibility of its distinctive top will remain, if only in part. The rendered image illustrates the quality of the architecture, its planar form, each elevation breaking at the corners to allow the strong vertical stacks of balconies to contribute to its elegance. This is a moderate impact but one of beneficial effect.



VIEWPOINT LOCATION



VIEW B

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW C - FORDWYCH ROAD BY NO.108 (PROPOSED - RENDER)

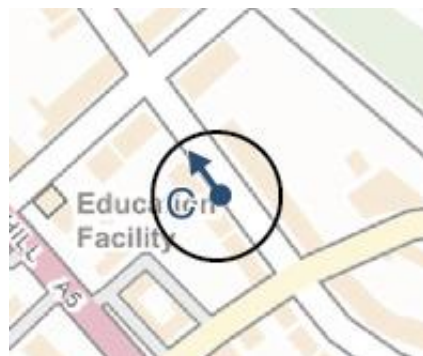
Proposed

Proposed Illustrative Scheme:

The long view in Fordwych Street towards the scheme currently has the B&Q pyramid visible at the end. The proposed development shown here as a rendered view is a much more worthy and intentional landmark with the elegance and crowning detail which would be expected of such a status. It harmonises well with the very linear context. It is only a minor impact on the view but its qualitative colour, design and profile make it a beneficial addition.



VIEWPOINT LOCATION



VIEW C

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW D - CRICKLEWOOD LANE BY CHURCH OF ST AGNES (PROPOSED - RENDER)

Proposed

Proposed Illustrative Scheme:

Approaching from the east, the visibility of the proposed development will generally be singular with the landmark tower clear to see but the other elements screened by trees even in winter. The tower has been consciously designed as a landmark and is clearly so with its balconies on the corners, split upper facades, and generous open areas behind them, all adding to the building's elegance and meaning. This is a moderate though important, impact which, by virtue of its high quality design and other virtues mentioned above, will give rise to a beneficial effect.



VIEWPOINT LOCATION



VIEW D

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)
VIEW E - KARA WAY (PROPOSED - RENDER)

Proposed

Proposed Illustrative Scheme:

In the case of this AVR, the architects have experimented with a variation in the material colour. As the viewer exits the Railway Terraces Conservation Area, the townscape opens up across the playground allowing a full view of the proposed development, shown here as a rendered illustrative image. There are five distinct buildings set around generous public open space which is to be richly landscaped. In time this landscaping will provide the 'foothills' of the development and better separate it from the playground. Each of the buildings have their own mansion block characteristics and varying brick colours. The gaps between them can be discerned and, though furthest away, there is little doubt in the hierarchy of which building is the marker for this regeneration project. Its small plan size, split facades and crown like form at the top, are worthy of the landmarking role it carries out. This is a major change in the view but is well-designed and, together with its maturing landscape, will provide a more positive addition to the town than the previous industrial sheds and open car parks. It is therefore a beneficial effect.



VIEWPOINT LOCATION



VIEW E

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4.0 CONCLUSION

- 4.1 This appraisal of the **illustrative scheme** and assessment of the visual impact has been carried out post-application to fully understand the potential quality of the scheme beyond the limitations of an outline application. The additional qualitative material has been derived from the application details and in particular the Design Codes already submitted and already illustrated to a limited degree within the Design and Access Statement. This illustrative work has now been extended to enable a visual assessment of views which goes beyond the crude tool of parameters and assumes an **illustrative scheme**. This is an additional layer of assessment beyond that produced by Montagu Evans.
- 4.2 This further work has been guided by the consultancy to ensure a full understanding of the scheme from the standpoint of human receptors perambulating in the town. They have the limitation of being static views from chosen positions and need to be used as tools to be able to interpolate the experience spatially, in movement and with memory, as indeed the human being experiences the outer environment. To aid this full experience, a small number of additional views (views A-E) have also been assessed.
- 4.3 It can be seen from the assessment of individual views that the qualitative rendering of the **illustrative scheme** brings it to life in a more realistic way and adds a layer of understanding which the submitted assessment was only able to predict. The result has been that those assessments which were predicted to be beneficial have been confirmed and that those which were considered to be adverse have been redeemed through more detailed design for them to be considered as beneficial.
- 4.4 As an important urban regeneration project which provides a substantial amount of well-designed residential accommodation and new and well landscaped public spaces, it has the right to be visible and this is exemplified by a landmark tower seen from a number of locations, from where its positive design will be appreciated and seen to be sympathetic to its context. Its joyful and generously designed top adds meaning and richness to the vistas and glimpses above existing buildings in a celebratory and thoughtful way.

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LONDON

CITYSCAPE VERIFIED VIEWS METHODOLOGY

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TOWNSCAPE VISUAL IMPACT ASSESSMENT



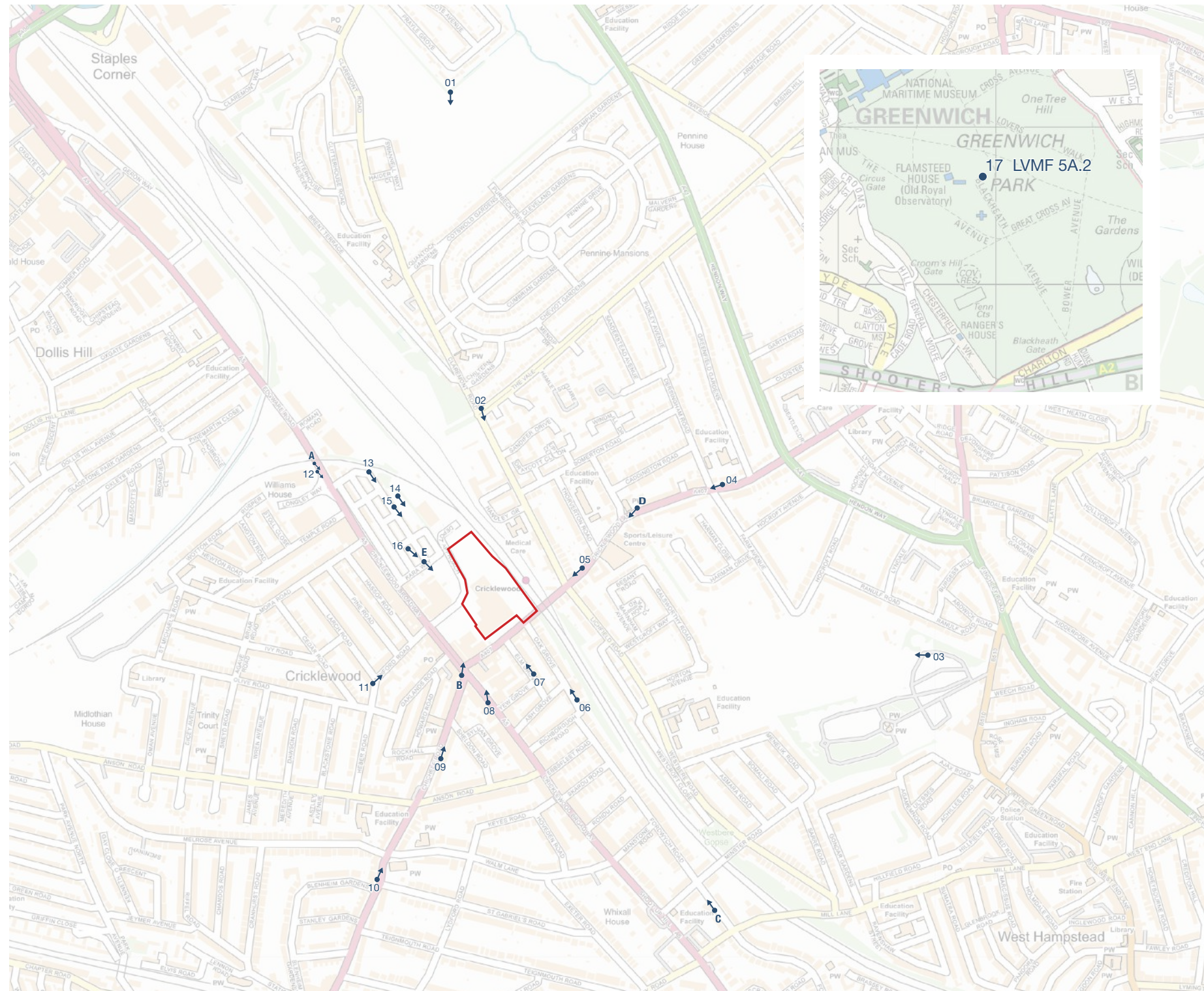
Table of Views

View	Location	Style	Render/Wireline	Ref	OS-E	OS-N	Height (AOD)	Heading	Lens	Field of View	Film	Date	Time
01	Clitterhouse Playing Fields	AVR-1	Wireline	D20109	523770.765	187173.834	50.072	182.30	35mm	55°	Digital	30/10/19	08:23
02	Claremont Road	AVR-1	Wireline	D20046	523853.787	186383.214	53.773	185.18	24mm	74°	Digital	23/10/19	14:35
03	Hampstead Cemetery	AVR-1	Wireline	D20048	524972.050	185763.699	77.024	263.05	24mm	74°	Digital	23/10/19	13:29
04	Cricklewood Lane 01 (The Tavern)	AVR-3	Render	D24011	524372.698	186172.940	64.549	230.34	24mm	74°	Digital	05/04/21	10:47
05	Cricklewood Station	AVR-3	Render	D24013	524076.023	185931.269	54.298	255.21	24mm	74°	Digital	05/04/21	11:17
06	Oak Grove	AVR-3	Render	D24015	524108.88	185614.198	51.373	325.14	24mm	74°	Digital	05/04/21	15:44
07	Elm Grove	AVR-3	Render	D24016	524023.821	185645.807	50.869	324.88	24mm	74°	Digital	05/04/21	15:54
08	Crown Pub	AVR-3	Render	D24018	523871.454	185638.943	48.624	6.34	24mm	74°	Digital	05/04/21	16:05
09	Chinchele Road	AVR-3	Render	D24020	523741.716	185518.451	45.234	20.43	24mm	74°	Digital	05/04/21	16:20
10	Mapesbury Conservation Area / St Gabriel's Church	AVR-1	Wireline	D20058	523597.593	185195.713	47.038	23.82	24mm	74°	Digital	23/10/19	17:18
11	Heber Road	AVR-3	Render	D24021	523584.507	185699.903	47.380	46.72	24mm	74°	Digital	05/04/21	16:37
12	Cricklewood Broadway	N/A	N/A	D20060	523473.835	186204.143	46.324	149.37	24mm	74°	Digital	23/10/19	16:52
13	Cricklewood Railway Terraces 01 (Needham Terrace)	AVR-1	Wireline	D20061	523593.597	186179.266	50.640	136.05	24mm	74°	Digital	23/10/19	16:26
14	Railway Terraces Allotments – entrance	AVR-3	Render	D24063	523654.182	186137.298	54.301	131.51	24mm	74°	Digital	11/04/21	13:23
15	Cricklewood Railway Terraces 02 (Johnston Terrace)	AVR-1	Wireline	D20065	523616.217	186147.302	52.109	128.72	24mm	74°	Digital	23/10/19	16:21
16	Cricklewood Railway Terraces 03 (Gardens between Rockhall and Kara Way)	AVR-1	Wireline	D20111	523682.604	186001.289	55.881	119.97	24mm	74°	Digital	30/10/19	07:25
17	LVMF View 5A.2 Greenwich Park, the General Wolfe Statue	N/A	N/A		538936.100	177334.500	48.800	299.00					
A	Edgware Road / Longley Way (Wickes)	AVR-3	Render	D24022	523439.525	186219.666	46.11	127.53	24mm	74°	Digital	05/04/21	17:12
B	Chichele Road / Edgware Road	AVR-3	Render	D24019	523804.588	185717.443	48.845	30.79	24mm	74°	Digital	05/04/21	16:12
C	Fordwych Road	AVR-3	Render	D24014	524457.686	185101.172	63.487	327.96	24mm	74°	Digital	05/04/21	15:22
D	Cricklewood Lane	AVR-3	Render	D24012	524254.488	186132.673	61.744	237.66	24mm	74°	Digital	05/04/21	10:53
E_PAN	Needham Terrace / Kara Way – PANORAMIC	AVR-3	Render	D24025PAN	523710.378	185992.864	56.685	102.40	PAN	100°	Digital	05/04/21	14:55

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Views map



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CITYSCAPE VERIFIED VIEWS METHODOLOGY



0.0 INTRODUCTION

0.1 Methodology overview

The methodology applied by Cityscape Digital Limited to produce the verified images or views contained in this document is described below. In the drafting of this methodology and the production and presentation of the images, guidance has been taken from the Technical Guidance Note 06/19: Visual Representation of Development Proposals from the Landscape Institute published on 17 September 2019 in support of GLVIA3. The disciplines employed are of the highest possible levels of accuracy and photo-realism which are achievable with today's standards of architectural photography and computer-generated models.

0.2 View selection

The viewpoints have been selected through a process of consultation with relevant statutory consultees and having regard to relevant planning policy and guidance.

1.0 PHOTOGRAPHY

1.1 Digital photography

With the latest advances in Digital Photography it is now possible to match the quality of plate photography.

1.2 Lenses

For local views a wide angle lens of 24mm or 35mm is generally used in order to capture as much of the proposal and its surroundings as possible. Intermediate distance views were photographed with a lens between 35mm to 70mm and occasionally long range views may be required with lens options ranging from 70mm to 600mm. As a guide, the following combinations were used:

Distance to subject	View	Lens Options
0 – 800 metres	Local	24mm to 35mm
800 to 5000 metres	Intermediate	35mm to 70mm
5000+ metres	Long	70mm to 600mm

Examples of these views are shown in Figures 4 and 5.

1.3 Digital camera

Cityscape uses a Canon 5D MK IV (shown in figure 1) and a Canon 1DS MK III (all full frame digital SLRs) high resolution digital camera for the digital photography. Also used were Canon's 'L' series professional tilt and shift lenses which produce high quality images that are suitable for the camera-matching process without the need for processing and scanning.

1.4 Position, time and date recording

The photographer was provided with (i) an Ordnance Survey map or equivalent indicating the position of each viewpoint from which the required photographs were to be taken, and (ii) a digital photograph taken by Cityscape of the desired view. For each shot the camera was positioned at a height of 1.60/1.65 metres (depending on whether image is SPG or RPG3A view) above the ground level which closely approximates the human eye altitude. A point vertically beneath the centre of the lens was marked on the ground as a survey reference point and two digital reference photographs were taken of (i) the camera/tripod location and (ii) the survey reference point (as shown in Figures 2 and 3). The date and time of the photograph were recorded by the camera.

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- 1 Canon 1DS Digital Camera
- 2 Camera Location
- 3 Survey reference point
- 4 Local view
- 5 Intermediate view

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CITYSCAPE VERIFIED VIEWS METHODOLOGY



2.0 DIGITAL IMAGE CORRECTION

2.1 Raw file conversion

Canon cameras produce a raw file format, which is then processed digitally for both high detail and colour accuracy. The final image is outputted as a tiff¹ file.

2.2 Digital image correction

The digital images were then loaded into Cityscape's computers to prepare the digital image for the next stage of camera matching (see section 5). The image is also 'bank'² corrected which means ensuring that the horizon in each digital image is precisely horizontal.

In spite of the selection of the most advanced photographic equipment, lenses are circular which results in a degree of distortion on the perimeter of images. The outer edges of an image are therefore not taken into consideration; this eliminates the risk of inaccuracy. Figure 17 in section 5 illustrates the 'safe' or non-distortive area of an image which is marked by the red circle.

The adjusted or corrected digital image, known as the 'background plate', is then saved to the Cityscape computer system ready for the camera matching process (see section 5). In preparation for the survey (see section 4) Cityscape indicates on each background plate the safe area and priority survey points, such as corners of buildings, for survey (see Figures 6 and 7)

¹ TIFF is the name given to a specific format of image file stored digitally on a computer.

² By aligning the vanishing points.



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6 Background plate highlighting critical survey points in purple and secondary survey strings in red

7 Area of interest to be surveyed as shown in Figure 7

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CITYSCAPE VERIFIED VIEWS METHODOLOGY

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3.0 GPS SURVEY

3.1 Survey

An independent surveyor was contracted to undertake the survey of (i) each viewpoint as marked on the ground beneath the camera at the time the photograph was taken (and recorded by way of digital photograph (see section 1 above) and (ii) all the required points on the relevant buildings within the safe zone.

The survey was co-ordinated onto the Ordnance Survey National Grid (OSGB36) by using Global Positioning System (GPS) equipment (see, for example, Figure 9) and processing software. The Ordnance Survey National Grid (OSGB36) was chosen as it is the most widely used and because it also allows the captured data to be incorporated into other available digital products (such as Ordnance Survey maps). The height datum used was Ordnance Survey Newlyn Datum and was also derived using the GPS.

The surveyor uses a baseline consisting of two semi-permanent GPS base stations (see Figure 8). These stations are located approximately 5730 metres apart and positioned so as to optimise the results for the area of operation (see location map, Figure 13). The base stations are tied into the National GPS Network and are constantly receiving and storing data which allows their position to be monitored and evaluated over long periods of operation. By using the same base stations throughout the survey the surveyor ensure the consistency of the results obtained.

Using the Real Time Kinematic method a real time correction is supplied by each base station to the rover (shown in Figure 10) (over the GSM³ network) physically undertaking the field survey. This enables the rover to determine the co-ordinates of its location instantaneously (i.e. in 'real time'). The rover receives a 'corrected' fix (co-ordinates) from each base station. If the two independent fixes are each within a certain preset tolerance, the rover then averages the two fixes received. The viewpoints are, with a few exceptions, surveyed using this technique. This method of GPS survey (Real Time Kinematic) produces results to an accuracy in plan and height of between 15mm – 50mm as outlined in the "Guidelines for the use of GPS in Land Surveying" produced by the Royal Institute of Chartered Surveyors. The required points on each building are surveyed using conventional survey techniques utilising an electronic theodolite and reflectorless laser technology

(shown in Figures 11 and 12). There are two methods used to fix the building details, namely polar observations⁴ and intersection observations⁵. The position of the theodolite is fixed by the rover as described above. In certain circumstances, a viewpoint may need to be surveyed using conventional survey techniques as opposed to Real Time Kinematic, if, for example, the viewpoint is in a position where GPS information cannot be received.

³ GSM network: the mobile phone network.

⁴ Polar observation is the measurement of a distance and direction to a point from a known baseline in order to obtain co-ordinates for the point. The baseline is a line between two known stations.

⁵ Intersection observation is the co-ordination of a point using directions only from two ends of a baseline.

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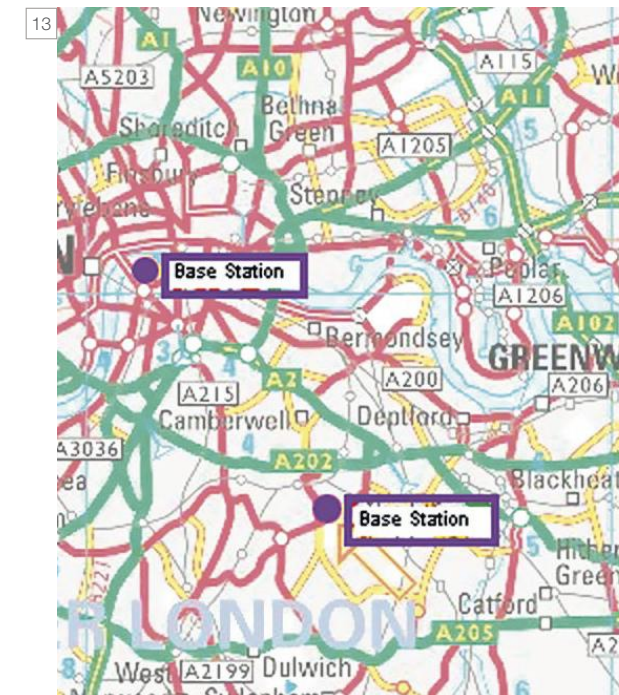
9



10



12



13



11

- 8 Marshall Survey semi-permanent GPS base station
- 9 GPS System
- 10 Field survey being carried out
- 11 Electronic Theodolite
- 12 Field survey being carried out
- 13 Location of Marshall Survey's GPS base stations

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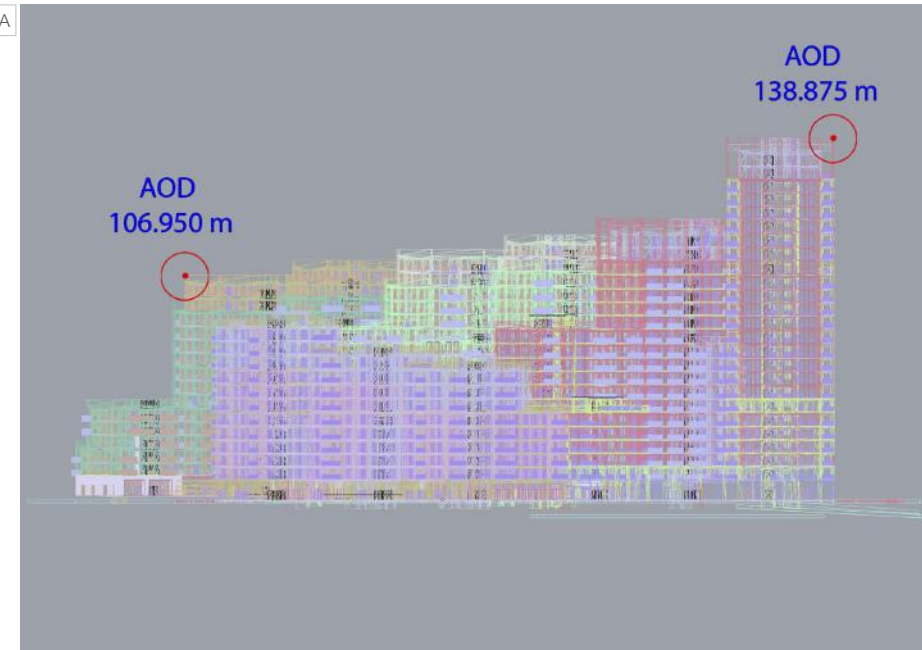


4.0 MODEL POSITIONING

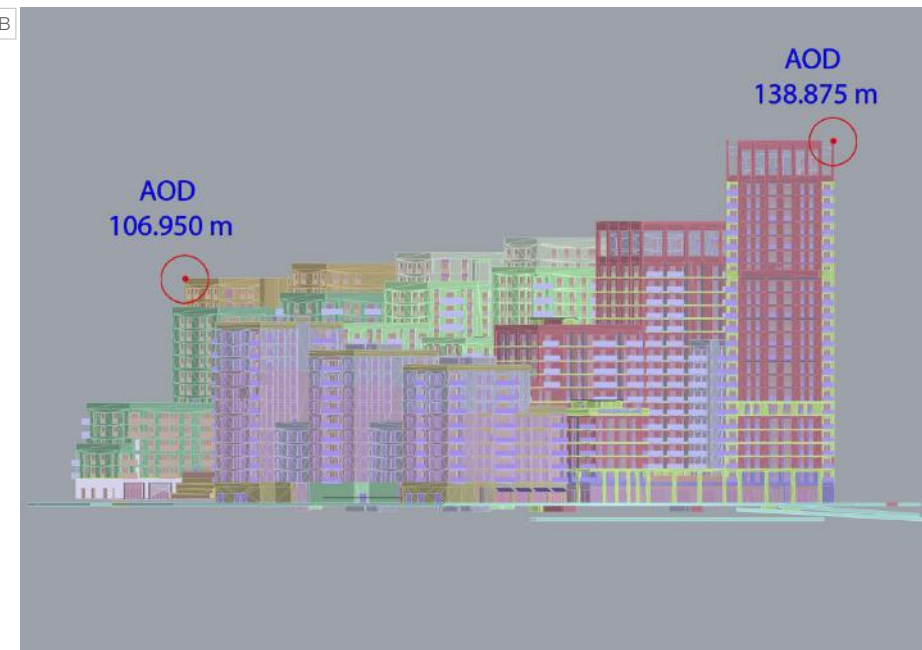
4.1 Height and position check

The model is positioned using a site plan provided by the architect. This is then overlaid onto OS positioned survey from a CAD provider. Once the building has been positioned, confirmation of height and position is requested from the architect. At least two clear reference points are agreed and used to confirm the site plan and Ordnance Survey. The height is cross checked against the architects section and given in metres Above Ordnance Survey Datum (AOD).

14A

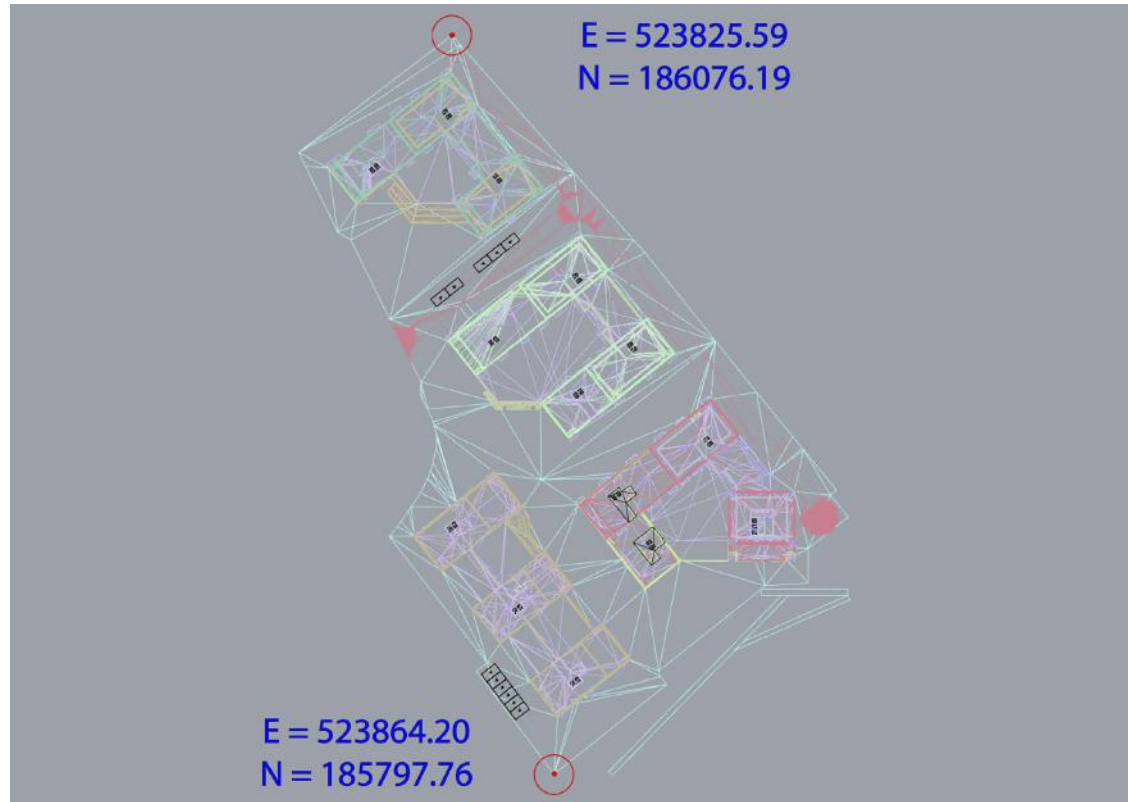


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15A

15B

14A Architect's Elevation Drawing

14B Cityscape's Elevation Model

15A Architect's Plan Drawing

15B Cityscape's Plan Model

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5.0 CAMERA MATCHING

5.1 Cityscape's Database

Cityscape has built up a comprehensive database of survey information on buildings and locations in central London; the database contains both GPS survey information and information regarding the dimensions and elevations of buildings gathered from architects and other sources. Figure 16 shows a selection of GPS located models (yellow) within Cityscape's database which effectively represents a 3D verified computer 'model' of some prominent buildings in central London. The term '3D model' has been adopted with caution in this methodology as it is thought to be slightly misleading because not every building in central London is included in the database although the majority of those buildings which form part of the 'skyline' are included.

The outlines of buildings are created by connecting the surveyed points or from the information obtained from architects' drawings of particular buildings. By way of example of the high level of detail and accuracy, approximately 300 points have been GPS surveyed on the dome of St. Paul's. The database 'view' (as shown in Figure 16) is 'verified' as each building is positioned using coordinates acquired from GPS surveys.

In many instances, the various co-ordinates of a particular building featured in one of the background plates are already held by Cityscape as part of their database of London. In such cases the survey information of buildings and locations provided by the surveyor (see section 3 above) is used to cross-check and confirm the accuracy of these buildings. Where such information is not held by Cityscape, it is, where appropriate, used to add detail to Cityscape's database. The survey information provided by the surveyor is in all cases used in the verification process of camera matching.

5.2 Cityscape's Database

A wireframe⁶ 3D model of the proposed scheme if not provided is created by Cityscape from plans and elevations provided by the architects and from survey information of the ground levels on site and various other points on and around the site, such as the edge of adjacent roads and bollards etc. provided by the surveyor.

5.3 Camera Matching Process

The following information is required for the camera matching process:

- Specific details of the camera and lens used to take the photograph and therefore the field of view (see section 1);

- The adjusted or corrected digital image i.e. the 'background plate' (see section 2);
- The GPS surveyed viewpoint co-ordinates (see section 3);
- The GPS surveyed co-ordinates of particular points on the buildings within the photograph (the background plate) (see section 3);
- Selected models from Cityscape's database (see section 3);
- The GPS surveyed co-ordinates of the site of the proposed scheme (see section 3);
- A 3D model of the proposed scheme (see section 4).

A background plate (the corrected digital image) is opened on computer screen (for example, Figure 17), the information listed above is then used to situate Cityscape's virtual camera such that the 3D model aligns exactly over the background plate (as shown in Figures 18 and 21) (i.e. a 'virtual viewer' within the 3D model would therefore be standing exactly on the same viewpoint from which the original photograph was taken (Figure 20). This is the camera matching process.

5.4 Wireline Image

Cityscape is then able to insert the wireframe 3D model of the proposed scheme into the view in the correct location and scale producing a verified wireline image of the proposal (shown in Figures 19 & 22).

The camera matching process is repeated for each view and a wireline image of the proposal from each viewpoint is then produced. The wireline image enables a quantitative analysis of the impact of the proposed scheme on views.

⁶ A wireframe is a 3D model, a wireline is a single line representing the outline of the building.

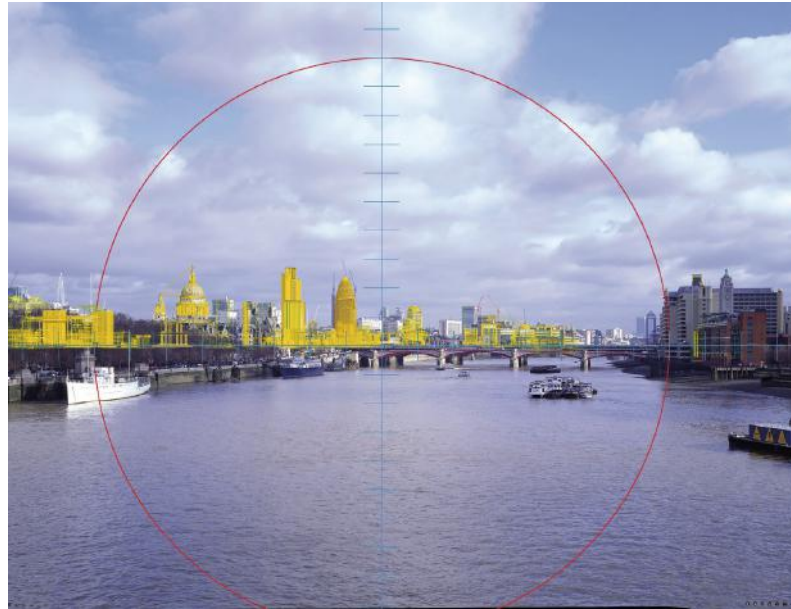
- 16 Selected GPS located models (yellow) from Cityscape's database, situated on Cityscape's London digital terrain model
- 17 Background plate & selected 3D models as seen by the computer camera. Red circle highlights the safe or non-distortive area of the image
- 18 Background plate matched to the 3D GPS located models
- 19 The camera matched background plate with an example of a proposed scheme included in red
- 20 Background plate: digital photograph, size and bank corrected as described in section 3
- 21 Camera matching: the background plate matched in the 3D GPS located models
- 22 The camera matched background plate with the proposed scheme included

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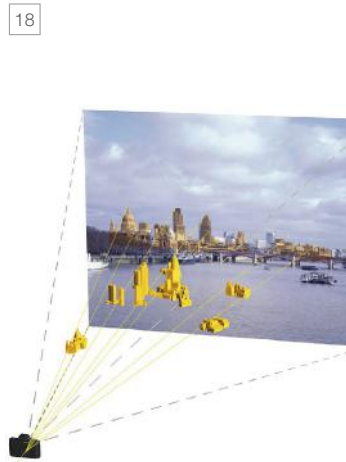
17



20



21



18



19



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6.0 RENDERING

6.1 Rendering

Rendering is a technical term referring to the process of creating a two-dimensional output image from the 3D model.

6.2 Texturing

In order to assist a more qualitative assessment of the proposals, the output image needs to be a photo-realistic reflection of what the proposed scheme would look like once constructed. The process of transforming the wireframe 3D scheme model (see Section 7) into one that can be used to create a photo-realistic image is called texturing⁷

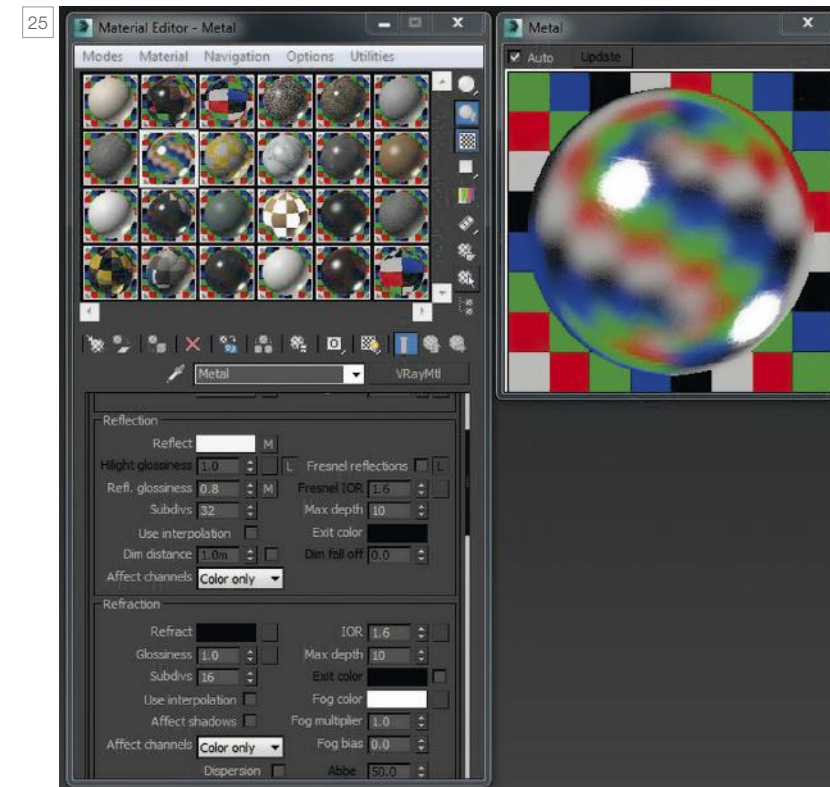
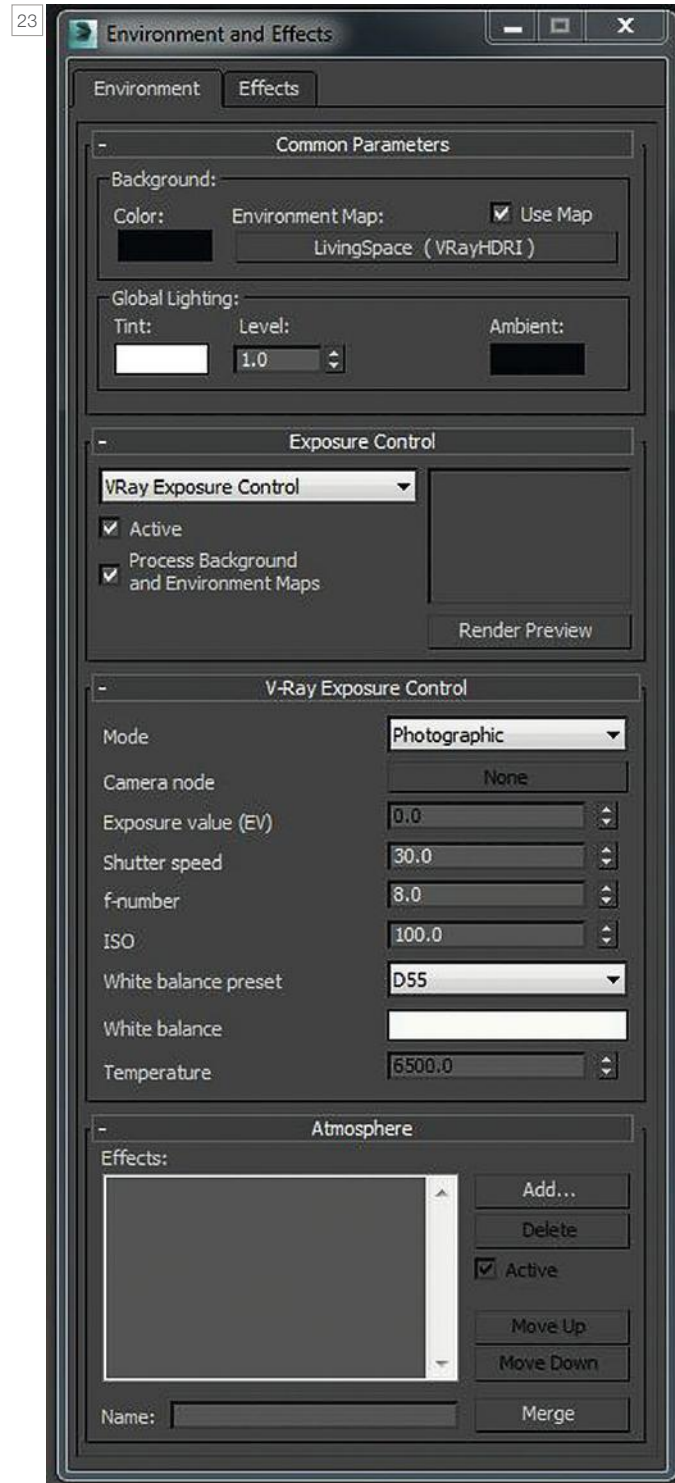
Prior to rendering, Cityscape requires details from the architect regarding the proposed materials (e.g. type of glass, steel, aluminium etc.) to be utilised. Cityscape also use high resolution photographic imagery of real world material samples, supplied by the client or the manufacturer, to create accurate photorealistic textures for use in all our images. This information is used to produce the appearance and qualities in the image that most closely relates to the real materials to be used (as shown in Figures 24 and 25).

6.3 Lighting and sun direction

The next stage is to light the 3D model to match the photographic environment. The date (including the year) and time of the photograph and the latitude and longitude of the city are input (see Figure 23) into the unbiased physically accurate render engine. Cityscape selects a 'sky' (e.g. clear blue, grey, overcast, varying cloud density, varying weather conditions) from the hundreds of 'skies' held within the database to resemble as closely as possible the sky in the background plate. The 3D model of the proposed scheme is placed within the selected sky (see Figure 27) and using the material properties also entered, the computer calculates the effects of the sky conditions (including the sun) on the appearance of the proposed scheme.

An image of the proposed scheme is produced showing the effect of light and sun (as shown in Figure 26). The selection of the matching sky is the only subjective input at this stage.

⁷ Texturing is often referred to as part of the rendering process, however, in the industry, it is a process that occurs prior to the rendering process.



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23 Screenshot of environment information (time, date and year) entered to locate the sun correctly (see section 7.3)

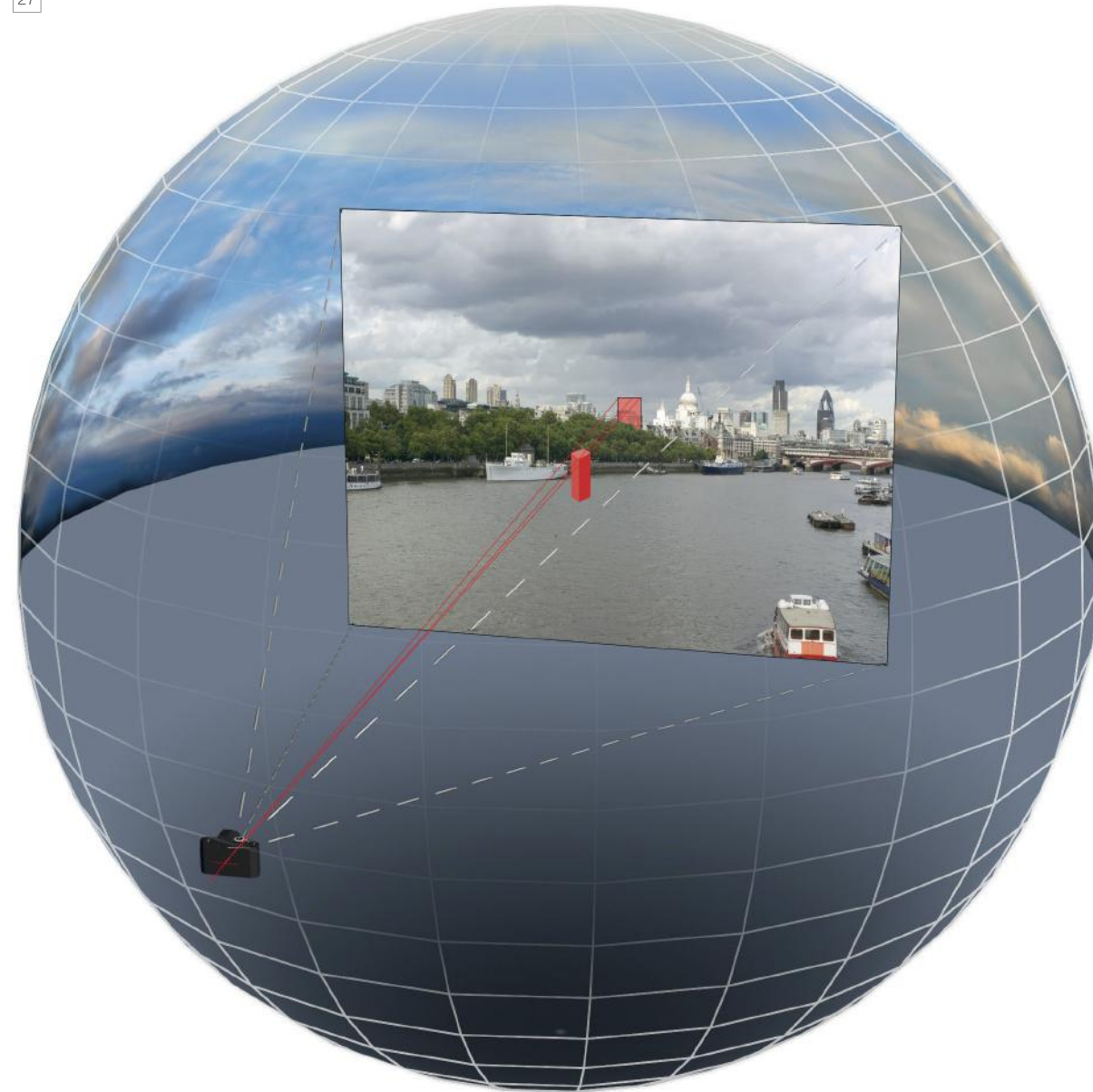
24 Screenshot of some materials in the 3D rendering package

25 Screenshot of material and surface properties

26 Example of rendered scheme using High Dynamic Range Imaging

27 Example of a proposed scheme highlighted in red within the selected sky and rendered onto the background plate

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7.0 POST PRODUCTION

7.1 Post production

Finally the rendered image of the scheme model is inserted and positioned against the camera matched background plate. Once in position the rendered images are edited using Adobe Photoshop®. Masks are created in Photoshop where the line of sight to the rendered image of the proposed scheme is interrupted by foreground buildings (as shown in Figure 29).

The result is a verified image or view of the proposed scheme (as shown in Figure 30).

® Adobe Photoshop® is the industry standard image editing software.



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30

28 Background plate

29 Process Red area highlights the Photoshop mask that hides the unseen portion of the render

30 Shows a photo-realistic verified image

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