



Dulwich Hamlet Football Club and Green Dale Fields

Townscape and Visual Impact Assessment

April 2016

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1.0 Introduction

- 1.1 This Townscape and Visual Impact Assessment has been prepared in support of the planning application for the redevelopment of Dulwich Hamlet Football Club. The report has been prepared by Peter Stewart Consultancy, a practice which provides independent expert advice on architecture, urban design and the historic environment.
- 1.2 The report considers the physical context of the application site ('the Site') and its surroundings. It goes on to consider the design proposals ('the Proposed Development') in the light of this context. It sets out an assessment of the quality of the design in terms of architecture, urban design and the impact of the Proposed Development on townscape, heritage and views.
- 1.3 The report should be read in conjunction with the scheme design drawings, the architect's Design and Access Statement and other supporting information submitted with the planning application.

Selection of viewpoints

- 1.4 A total of 11 viewpoints have been chosen to illustrate the effect of the Proposed Development on townscape and views, and these are illustrated in section 4. The view locations were discussed and agreed with the London Borough of Southwark ('LBS').
- 1.5 For each of the 11 identified views illustrated in section 4, there are images of the view as existing and accurate visual representations (AVRs) of the views as proposed. Four of the views as proposed are shown as fully rendered images, showing the Proposed Development in a realistic manner. In the other views, the Proposed Development is represented by a 'wireline' outline. The methodology for the production of the views is included at Appendix A.

2.0 The Site and its setting

The Site and its immediate surroundings

- 2.1 This Site is located in the London Borough of Southwark. The long axis of the Site is aligned broadly south-west to north-east; for ease of reference in this report, the long axis is hereafter treated as though it were arranged east-west. Following this navigational convention, the Site can be said to be bounded by an access road and supermarket to the north; Abbotswood Road to the east; an access road to the south; and Green Dale Playing Fields to the west.
- 2.2 The Site is occupied by a football pitch and stands, a car parking area and car wash to its east, and football club buildings along its northern edge. Tower floodlights surround the pitch, and a tall communications tower is located at its western end. A concrete fence separates the pitch from the access road to its south.
- 2.3 The club buildings are utilitarian in appearance and present a largely blank façade to the northern edge of the Site. The car park and car wash at the eastern edge of the Site form a poor quality frontage to Abbotswood Road, and provide it with no meaningful definition. The concrete fence along the southern edge of the football ground, and the access road to the south, are unattractive, and the communications tower is unsightly.
- 2.4 The main access to the Site is off Abbotswood Road. This road leads south from a roundabout located to the north-east of the Site. Edgar Kail Way runs east from this roundabout to Dog Kennel Hill, which is part of a major north-south route within the local area, connecting to Lordship Lane further south and Denmark Hill further north. As the name suggests, Dog Kennel Hill rises in level, from south to north, as does the land more generally around the Site. East Dulwich Station lies approximately 170m from the Site, south along Dog Kennel Hill.
- 2.5 The Site's setting can be considered in terms of the cardinal points of the compass. The supermarket to the **north** of the Site is large in footprint and is mostly one to two tall storeys high, with tall pitched roofs in places. The supermarket sits at a higher level than most of the Site (the equivalent of approximately one storey of a building). A large car park is located to its east, extending towards Dog Kennel Hill and separated from it by a densely vegetated strip of land.
- 2.6 The area to the north of the supermarket is dominated by post-war housing estates. The Champion Hill estate comprises a series of five storey blocks with a shallow 'Y' shaped plan. A prominent modern six storey apartment block lies to the east of this estate, on Dog Kennel Hill.
- 2.7 The post-war Cleve Hall estate lies west of the Champion Hill Estate. It is largely occupied by linear and 'L' shaped apartment blocks in brick, three to five storeys tall, together with some small stretches of two storey housing.
- 2.8 Immediately **east** of the Site, on the other side of Abbotswood Road, is St. Francis Park. This is a small park containing open grassed and play areas, with mature trees around its perimeter. Dog Kennel Hill bounds it to the east.
- 2.9 The area east of Dog Kennel Hill is almost entirely occupied by an inter-war estate, the East Dulwich Estate, which comprises a series of five storey brick blocks with pitched roofs. A modern five storey block, Mary Seacole Court, is located towards the northern end of the area.
- 2.10 The access road immediately **south** of the Site is bounded to its south by a brick retaining wall, with a row of large trees along it. Beyond this is two storey housing along Burrow Road which was built in recent decades. The alignment of this housing varies, such that some gardens face north towards the Site, while others face west or east.
- 2.11 This housing is part of a wider development of similar housing, largely arranged as a series of short terraces, with a range of alignments such that some face the street and some do not. Many of the houses are set within a cul-de-sac arrangement. The overall character is fragmented as a result. Although most of the housing is two storeys tall, a large apartment block of eight storeys in height, Hambledon Court, lies at the western edge of the housing and is seen prominently behind the lower scale housing in some views. A terrace of late Victorian housing lines both sides of St. Francis Road, to the south of St. Francis Park, and forms a coherent streetscape with strong enclosure.
- 2.12 The Green Dale Playing Fields lie to the **west** of the Site. The part adjacent to the Site, beyond a strip of turf, is occupied by sports pitches with artificial surfaces, which are surrounded by tower flood lights. The remainder of the playing fields is largely occupied by open grassed areas, generally left

unmown, and surrounded by dense vegetation around the edges of the park. The western end of the supermarket building (to the north of the Site) and a wall provide a built edge adjacent to part of the eastern boundary of the fields.

- 2.13 Green Dale Playing Fields are contiguous with private (school) playing fields which extend south from them. The Denmark Hill Estate, a post-war estate comprising two storey housing and larger, four-six storey apartment blocks, lies further west of the fields.

Heritage Assets

- 2.14 The Site is not located within a Conservation Area, and there are no Conservation Areas in close proximity to it. The nearest Conservation Areas, the Sunray Estate and Camberwell Grove Conservation Areas, are located approximately 350-400m from the Site at their closest points. It is considered clear by inspection that, at the scale of development envisaged, there would not be a significant effect on the townscape and visual setting of other Conservation Areas further from the Site than this.
- 2.15 The Sunray Estate Conservation Area covers around 240 two storey houses and two-three storey blocks of flats, built between 1920 and 1922 in yellow brick or rough render, with a cottage-like appearance. The estate has a garden suburb character, with generous areas of landscaping. There are few opportunities for long range views out of the Conservation Area. View 10 in this assessment is from within the Sunray Estate Conservation Area.
- 2.16 The Camberwell Grove Conservation Area covers a large area, most of it more than 500m away from the Site. That part closest to the Site is identified as sub-area 2 in the Camberwell Grove Conservation Area Appraisal issued by LB Southwark in August 2003, and it covers the 18th and 19th century townhouses within the southern parts of Camberwell Grove and Grove Lane. The southern tip of this area, closest to the site, is located at the corner of Grove Lane, Dog Kennel Hill and Grove Hill Road, and is occupied by post-war apartment blocks. View 11 in this assessment is located on this corner.
- 2.17 There are no listed buildings on the Site or in close proximity to it. The nearest listed buildings – to the north, on the northern side of Champion Hill, to the south, on the southern side of East Dulwich Grove, and to the east on Grove Vale – are located more than 300m from the nearest part of the Site.
- 2.18 It is considered clear by inspection that the distance of these listed buildings from the Site and their locations within street contexts are such that

development on the Site at the scale envisaged would not have a significant effect in respect of their townscape and visual settings.

Existing townscape: conclusions

- 2.19 The Site in its existing state – occupied by utilitarian football club buildings, a car park on its eastern side, and a concrete wall along its southern frontage - offers nothing positive to local views and townscape.
- 2.20 There are two areas of green space adjacent to the Site: St. Francis Park to the east and Green Dale Playing Fields to the west. They feel visually and physically separate from each other at the moment, and the access road to the south of the Site which connects them provides a poor quality linkage.
- 2.21 The wider area to the north and east of the Site is dominated by four-five storey apartment blocks. Lower scale housing lies immediately south of the Site, although an eight storey apartment block borders this to the west.

3.0 The Proposed Development

- 3.1 As noted previously, the Site in its existing state adds nothing beneficial to local views and townscape. It fails to address surrounding routes positively, provides a poor quality linkage between St. Francis Park and Green Dale Playing Fields, and forms an unattractive neighbour to the housing to its south.

Design approach

- 3.2 The Proposed Development and the design intentions which have informed it are clearly and fully described in the DAS produced by the architects of the scheme, Farrells. The principal components of the scheme that are relevant to townscape and visual impact are:

Scale and massing

The residential part of the Proposed Development comprises three finger blocks (Buildings A-C) containing apartments, and two sets of townhouses located between the finger blocks along the southern frontage of the Site. The finger blocks are aligned north-south and divided into two around a central circulation core, with the northern part offset compared to the southern part. The northern part of each finger block rises to a maximum six storeys in height (set back behind a five storey element at the eastern and western edges of Buildings A and C), and the southern part to a maximum five storeys, set back behind a four storey element along the southern frontage. The finger blocks increase in length progressively from east to west (i.e. from the shortest, Building A, to the longest, Building C). The replacement football club building is two storeys tall, aligned north-south, and it addresses a replacement pitch to the west.

Architecture and elevational approach

The elevations of the apartment blocks would be divided into bays through the use of recessed 'shadow gaps'. Windows would be arranged in rows in a regular manner across the elevations, grouped together in places, and set within a brick clad 'frame' within each bay. The brick parapets on the fifth and sixth floors of the apartment blocks would utilise a 'hit and miss' bond, such that they would partially allow light through. There would be recessed balconies around the apartment buildings. The circulation cores separating the two parts of each linear block would be glazed. The townhouses along the southern frontage would be brick with pitched roofs.

The football club building would be a linear two storey building. The elevations would largely comprise rendered wall panels or glazing behind horizontal terracotta battens on the first floor, with extensive glazing to ground floor publicly accessible uses, and concrete panels between the floors. The building would have a metal standing seam roof.

Landscape and urban design approach

A new linear park and hard landscaped access route would be created to the south of the residential buildings and football club. The linear park would be planted with trees and there would be a series of sinuous paths across it.

Assessment

- 3.3 The Proposed Development would be of a high quality of design, and would improve on the existing situation on the Site in a number of significant ways.
- 3.4 The scale of the Proposed Development, arranged in elements ranging from three to six storeys in height, would be consistent with the scale of existing buildings in the wider surrounding area. The distribution of the massing would be sensitive to the immediate context of the Site; three storey townhouses and four storey elements of the finger blocks would be located at the southern end of the site, nearest the low scale housing on Burrow Road/ Abbotswood Road and further separated from it by the linear park, while five and six storey elements would be set further north within the Site. The progressive stepping up of heights towards the north would also reflect and respond to the topography of the local area, and would ensure a varied roofscape on the skyline.
- 3.5 The architectural approach and elevational treatment would further break up the scale of the Proposed Development, through the setting back of top floors, the division of the residential finger blocks into two main parts (separated by a clearly expressed core), and the use of shadow gaps to divide the elevations into bays. The architecture of the residential blocks would be of a high quality, with a regular and ordered character, and the predominance of brick would be sympathetic to the surrounding context. The use of the 'hit and miss' brick bond for the parapets of the fifth and sixth floors would provide the apartment buildings with a light and textured top. The football club building would be a relatively simple linear building, provided with an attractively textured appearance through the application of terracotta battens.

3.6 The linear park would provide a high quality new area of green space within the local area, and would act as visual and physical link between St. Francis Park and Green Dale Playing Fields. It would provide an attractive green space adjacent to the housing along Burrow Road/ Abbotswood Road.

4.0 Townscape views



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Figure 1 – viewpoint location map

- 4.1 The following section contains views from a selection of viewpoints 'as existing' and 'as proposed', the latter showing the Proposed Development either as a fully rendered image or in 'wireline' form, with a green wireline for the proposed residential buildings, and a yellow wireline for the proposed football club accommodation.
- 4.2 The communications mast on the Site would be removed as part of the Proposed Development, to be replaced with smaller scale equipment located on top of Building B. As this element of the Proposed Development is not yet designed in detail, it is not illustrated in the 'as proposed' views which follow (although the existing communications mast has been removed from the rendered 'as proposed' views). The Planning Statement submitted with the planning application provides further information on this, and the submitted drawings show an indicative location and height for the replacement equipment.

Plan of viewpoint locations (Figure 3)

- 1 Green Dale playing fields
- 2 Green Dale playing fields, north-west of Site
- 3 Along road to south of Site
- 4 St Francis Park
- 5 Dog Kennel Hill, looking along Edgar Kail Way
- 6 Dog Kennel Hill
- 7 Champion Hill
- 8 East Dulwich Grove / Melbourne Grove
- 9 Green Dale playing fields, south-west of Site
- 10 Red Post Hill / Sunray Avenue
- 11 Grove Lane

View 1: Green Dale Playing Fields

Existing

- 4.3 This viewpoint is located towards the western edge of Green Dale Playing Fields. The foreground of the view is occupied by the overgrown grass of the playing fields, and has an open character. Trees in the middle distance provide a strong sense of enclosure. Some of the existing club buildings on the site are visible beyond, together with floodlights (both on the site and on Green Dale Playing Fields) and the communications mast on the Site. The western edge of the supermarket located to the north of the Site appears towards the left side of the view.



View 1: Green Dale Playing Fields

Proposed

- 4.4 The Proposed Development would appear in the middle distance, with the two storey football club building set beyond the new stands, pitch and surrounding landscaping, and the residential buildings located further east, in the background of the view. The removal of the communications mast, to be replaced with smaller scale equipment located on top of Building B (not illustrated), would improve the quality of the view. The open character of the Green Dale Playing Fields in the foreground of the view would remain.
- 4.5 The football club would appear as a relatively simple but distinctive linear building. The appearance of the floodlights around the new pitch would be consistent with the existing character of the view, and there would be fewer of them than at present.
- 4.6 The residential accommodation would have a similar apparent height to that of the supermarket to the north of the Site. The scale of the apartment buildings would be broken up through the division of each finger block into two parts offset to either side of a glazed core, and the use of shadow gaps. The regular and ordered brick clad facades would be attractive. New trees on the Site (shown at five years growth) would add to the leafy quality of the view and would screen views of the Proposed Development to some extent.



View 2: Green Dale Playing Fields, north-west of Site

Existing

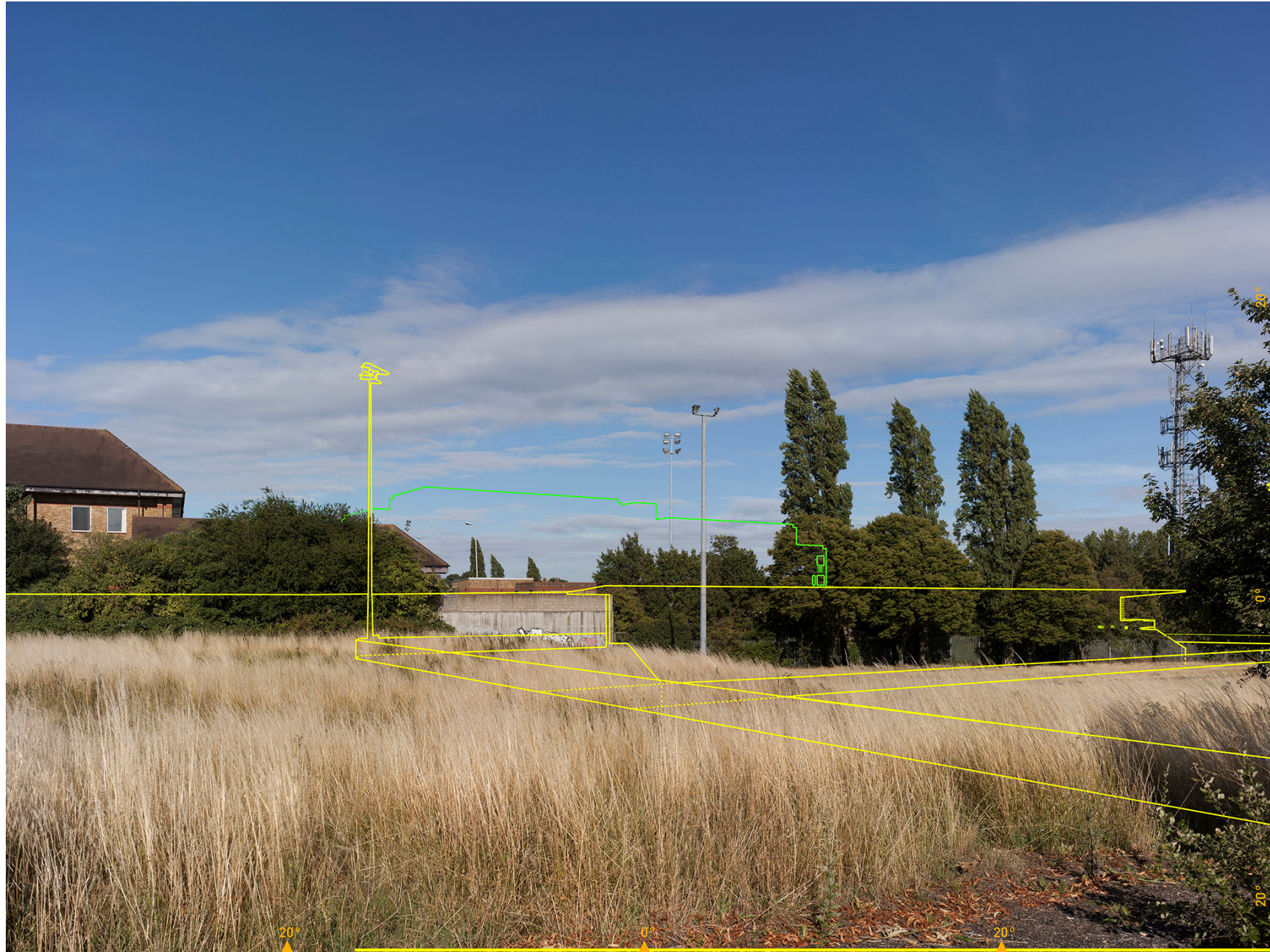
- 4.7 This viewpoint is located north-west of the Site in Green Dale Playing Fields. The overgrown grass of Green Dale Playing Fields occupies the foreground of the view, such that it has an open character. An astroturf pitch within the playing fields lies in the middle ground, although it is not readily identifiable within this view, other than by the presence of a floodlight at its northern corner, slightly to the right of centre within this image.
- 4.8 Trees and large shrubs provide a strong sense of enclosure in the middle ground of the view. The tops of existing club buildings and a floodlight on the Site are visible beyond, and a communications mast. The western end of the supermarket located to the north of the Site appears on the left side of the image.



View 2: Green Dale Playing Fields, north-west of Site

Proposed

- 4.9 A low level wall and railings around the new football pitch would appear close to the viewpoint, in the foreground of the view. Trees and shrubs would be planted along the wall, providing it with a soft green edge to Green Dale Playing Fields, and screening views beyond to some extent. The communications mast would be removed, to be replaced with smaller scale equipment located on top of Building B (not illustrated), improving the quality of the view.
- 4.10 The proposed football club building, stands and pitch would be located beyond the wall, at a lower level to that of the viewpoint. The football club building would appear as a relatively simple linear building, set back as far east from the viewpoint as the existing western edge of the supermarket building (refer to submitted plans), such that the open character of Green Dale Playing Fields to the west of the supermarket would remain. Terracotta battens on the first floor would provide the football club building with an attractively textured appearance. The floodlights would be consistent with the existing character of the view, and there would be fewer than at present.
- 4.11 The residential buildings within the Proposed Development would appear beyond the playing fields, in the middle distance. Their apparent height would be less than that of the supermarket, which is closer to the viewpoint, and they would sit comfortably within the view in terms of their scale. The massing of the apartment blocks would be broken up effectively through the offsetting of the two parts of each block around a glazed core, and further by the use of shadow gaps within the elevations. The regular and ordered facades, clad in brick, would be attractive.



View 3: Along road to south of Site

Existing

- 4.12 This viewpoint is located towards the western end of the access road along the south of the Site. The foreground of this view is dominated by the access road to the south of the Site, and the fence and stand along the southern edge of the pitch; they are of low visual quality. Club buildings and the supermarket appear in the middle ground of the view, on the left side of the image, while the five storey apartment blocks with pitched roofs of the East Dulwich Estate are visible in the background of the view, towards the centre of the view, rising up Dog Kennel Hill. Overall, the view has an incoherent character.



View 3: Along road to south of Site

Proposed

- 4.13 The Proposed Development would entirely occupy this view, the character of which would become substantially more coherent and attractive as a result.
- 4.14 It can be seen that the proposed linear park to the south of the Proposed Development would provide a generous and attractive hard landscaped pedestrian route along the southern edge of the proposed buildings (which would connect Green Dale Playing Fields to the west of the viewer to St. Francis Park to the east of the viewer). This, together with the soft landscaped area, would substantially enhance the quality of the view.
- 4.15 Part of the football club building would be visible in the foreground of the view; this would appear as a relatively simple building, given an attractively textured appearance through the use of horizontal terracotta battens.
- 4.16 The residential blocks would appear as attractive buildings, at a scale that would appear comfortable within the background of the view. The massing of the blocks would be broken up effectively through the offsetting of the two parts of each finger block around a glazed core, and further by the use of shadow gaps within the elevations. The facades would be regular and ordered in appearance, and the 'hit and miss' brick bond used around the parapets would provide the buildings with a light, textured top on the skyline.



View 4: St Francis Park

Existing

- 4.17 This viewpoint is located towards the eastern edge of St. Francis Park. The open space of the park occupies the foreground of this view, with trees around the edge of the park providing a strong sense of enclosure. Floodlights and the communications tower on the Site are visible in the background of the view.



View 4: St Francis Park

Proposed

- 4.18 The residential blocks within the Proposed Development would appear in the background of the view. The communications mast would be removed, to be replaced with smaller scale equipment located on top of Building B (not illustrated), which would improve the quality of the view.
- 4.19 The apparent scale of the blocks would sit comfortably within the view, and would appear lower than that of trees in the foreground. It can be seen that the Proposed Development would step down in height in a coherent manner towards the south.
- 4.20 The massing of the blocks would be broken up effectively through the offsetting of the two parts of each block around an extensively glazed core, by the setting back of top floors, and by the use of shadow gaps within the elevations. The facades would be attractively regular and ordered in appearance, and the 'hit and miss' brick bond used around the parapets of upper floors would provide the buildings with a light, textured top on the skyline.
- 4.21 Overall, the Proposed Development would be a coherent and attractive addition to the view.



View 5: Dog Kennel Hill, looking along Edgar Kail Way

Existing

- 4.22 This viewpoint is located on the eastern side of Dog Kennel Hill. The road junction between Dog Kennel Hill and Edgar Kail Way, the paraphernalia associated with it and a supermarket sign, dominate the foreground of this view. Trees within St. Francis Park and bordering the supermarket occupy much of the middle ground of the view. The car wash on the eastern part of the Site is visible in the middle distance, and the communications mast is seen further away; these add nothing positive to the view.



View 5: Dog Kennel Hill, looking along Edgar Kail Way

Proposed

- 4.23 The communications mast would be removed, to be replaced with smaller scale equipment located on top of Building B (not illustrated), which would improve the quality of the view.
- 4.24 The residential buildings within the Proposed Development would appear in the background of the view. The apparent scale of the buildings would sit comfortably within the view, and would appear lower than that of trees in the foreground. Building A would provide strong definition to Abbotswood Road.
- 4.25 The massing of the apartment buildings would be broken up effectively through the setting back of top floors, and by the use of shadow gaps within the elevations. The facades would be attractively regular and ordered in appearance, and the 'hit and miss' brick bond used around the parapets of upper floors would provide the buildings with a light, textured top on the skyline.
- 4.26 Overall, the Proposed Development would be a coherent and attractive addition to the view.



View 6: Dog Kennel Hill

Existing

- 4.27 This viewpoint is located to the north-east of the Site on Dog Kennel Hill, which can be seen to slope down towards the south in this view. A dense area of trees, located to the east of the supermarket and to the south of the Champion Hill estate, almost entirely prevents views further into the distance.



View 6: Dog Kennel Hill

Proposed

- 4.28 The Proposed Development would be almost completely obscured in this view and would be virtually indiscernible. It is likely that it would be more visible in winter, when it would be seen in the middle distance and screened to a significant extent by tree branches, such that it would be a minor addition to the background of the view.



View 7: Champion Hill

Existing

- 4.29 This viewpoint is located to the north of the Site on Champion Hill. The four-five storey blocks within the Champion Hill estate dominate this view and, together with trees, block views beyond the estate itself.



View 7: Champion Hill

Proposed

- 4.30 The Proposed Development would not be visible and would have no effect in this view.



View 8: East Dulwich Grove / Melbourne Grove

Existing

- 4.31 This viewpoint is located to the south-east of the Site, on the corner of East Dulwich Grove and Melbourne Grove. Beyond the road junction in the foreground, this view is dominated by two-three storey Victorian houses.



View 8: East Dulwich Grove /
Melbourne Grove

Proposed

4.32 The Proposed Development would not be visible and would have no effect in this view.



View 9: Green Dale Playing Fields, south-west of Site

Existing

- 4.33 This view is taken from a pedestrian path, to the south-west of Green Dale Playing Fields. It is dominated by trees, vegetation and a fence around the playing fields in the foreground. Floodlights and the communications mast on the Site are visible in the distance, as are five storey blocks with pitched roofs on the East Dulwich Estate, albeit screened by the fence and trees.



View 9: Green Dale Playing Fields, south-west of Site

Proposed

- 4.34 The Proposed Development, particularly the residential buildings, would be visible in the middle distance. The communications mast would be removed, to be replaced with smaller scale equipment located on top of Building B (not illustrated), which would have a positive effect on the quality of the view.
- 4.35 The Proposed Development would be a relatively minor addition to the view, obscured to some extent by the fence and trees, but to the extent it would be seen it would appear as a coherent and attractive development, at a scale that would sit comfortably within the view. The appearance of the floodlights would be consistent with the existing character of the view.



View 10: Red Post Hill / Sunray Avenue

Existing

- 4.36 This viewpoint is located within the Sunray Estate Conservation Area, to the south-west of the Site. The foreground of the view is occupied by the roundabout on Red Post Hill/ Sunray Avenue. Inter-war cottages within the Sunray Estate lie beyond.



View 10: Red Post Hill / Sunray Avenue

Proposed

- 4.37 The Proposed Development would not be visible and would have no effect in this view. The floodlights may be visible to a negligible extent in winter, seen in the distance and screened by tree branches.



View 11: Grove Lane

Existing

- 4.38 This viewpoint is located to the north-east of the Site, at the southern edge of the Camberwell Grove Conservation Area. The road junction of Grove Lane, Dog Kennel Hill, Champion Hill and Grove Hill Road dominates the foreground of the view. It can be seen that the land slopes down towards the south to a significant extent from this point.



View 11: Grove Lane

Proposed

- 4.39 The Proposed Development would not be visible and would have no effect in this view.



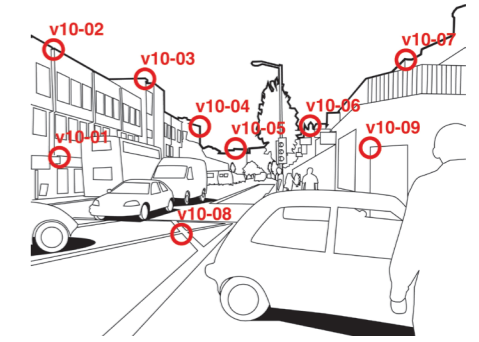
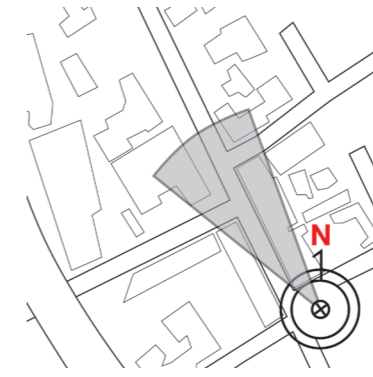
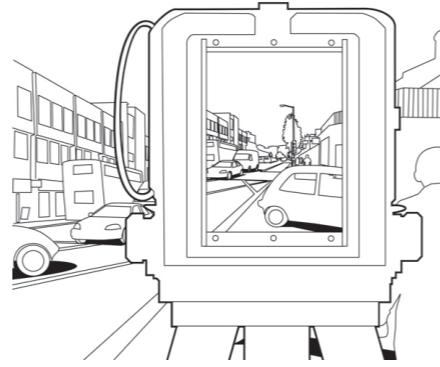
5.0 Conclusion

- 5.1 The Site is largely occupied by utilitarian football club buildings and a football pitch, a car park and car wash on its eastern side which form a poor quality frontage to Abbotswood Road, and an unattractive concrete fence and access road to the south. In its existing state, the Site offers nothing positive to local views and townscape.
- 5.2 Two areas of green space, St. Francis Park and Green Dale Playing Fields, are located to the east and west respectively of the Site. The access road along the southern part of the Site does not offer a good quality visual or physical link between these green spaces. The wider area around the Site includes many apartment blocks of four-six storeys in height, as well as areas of lower scale housing.
- 5.3 The Proposed Development would redevelop the Site for residential buildings and a football club building of high architectural quality. The scale of the development would sit comfortably within its context, and would be effectively broken down through the division of each apartment block into two parts, the use of shadow gaps in the elevations, and the setting back of top floors.
- 5.4 The architecture of the Proposed Development would be regular and ordered. The use of brick cladding within the residential buildings would relate well to the buildings around the Site. The 'hit and miss' brick bond used for the parapets on the fifth and sixth floors would provide the apartment buildings with a light top on the skyline. The football club building would be a relatively simple building, with terracotta battens providing it with an attractively textured appearance.
- 5.5 The linear park to the south of the Site would provide a high quality connection between St. Francis Park and Green Dale Playing Fields, enhancing the visual and physical link between them, and would provide a much improved outlook towards the Site for the area of housing to its south. The location and design of the Proposed Development would be such that the openness of Green Dale Playing Fields, to the west of the existing supermarket building and wall located along part of the eastern boundary of the fields, would remain.
- 5.6 In respect of views, the Proposed Development would be visible to the greatest extent in short to medium range views from around the Site, such as those from St. Francis Park, Dog Kennel Hill and Green Dale Playing Fields, and these views would be enhanced by its high quality, attractive architecture. The Proposed Development would generally not be visible or would be visible to a negligible extent in medium to long range views, such as those from Champion Hill and Grove Lane.
- 5.7 The Proposed Development would have no significant effect in relation to conservation areas and listed buildings in the wider area around the Site.
- 5.8 Overall, the Proposed Development would represent a substantial improvement on the existing situation on the Site, and would form a coherent and attractive development that would relate well to its surroundings.

Appendix A – Visualisation methodology

APPENDIX A

GMJ Views Methodology



There are 5 stages to creating accurate planning photomontages.

- 1.0 Site Photography
- 2.0 Site Survey
- 3.0 Preparing Photography
- 4.0 3D Visual Alignment
- 5.0 Rendering

SITE PHOTOGRAPHY

To obtain the highest possible quality of image GMJ's photographer uses either a 5x4 format film based camera, a 5x4 format with a digital back or a 35mm digital camera. All come equipped with a "rising front" shift lens.

The film based camera creates a negative approximately 4-5 times the size of a traditional 35mm format camera. This is then scanned at 1000 dots per inch to create a high resolution digital file suitable for photomontage, which is a minimum of 5000 pixels wide.

The digital cameras are both capable of creating images of suitable resolution without having to scan a negative.

To be in accordance with the London View Management Framework Draft SPG GMJ uses a 150mm lens. This gives a horizontal view angle of approximately 45-50 degrees minimising perspective distortion and allowing 5-10 degree extra for later framing/cropping. Where this angle is too small to contain the entire view horizontally the camera is panned and extra shots are taken which are later composited together.

Where there is a requirement to fit more into the frame vertically we do not tilt the camera. GMJ's photography is obtained with a level camera in all axes. This means there is no convergence of the verticals and the horizon is level and centred in the image. Occasionally it is necessary to include more in the frame vertically in which case the rising front capability of the camera is employed to introduce a degree of "shift" into the photograph. This has the effect of shifting the horizon up or down allowing more into the frame above or below it without distorting the verticals in the image.

Measurements taken on site by the photographer include the height of the camera above the ground and the amount of shift used. The exact location of the camera is marked on the pavement.

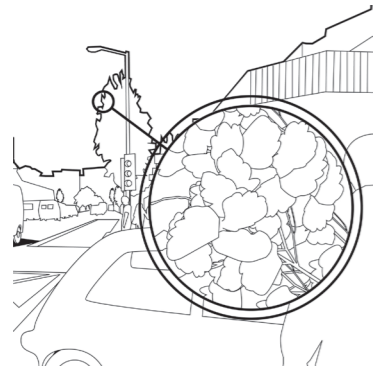
The photographer also records the date and time of day the photograph was taken.

SITE SURVEY

Surveyors visit the site of each photograph and obtain GPS readings for the marked location of the camera. As well as this they will isolate a minimum of nine points per photograph and take GPS readings of each.

These locations are points of contrast in the image and will be later used to align 3D CAD data with the photography. The points are organised so there are equal numbers in the foreground, the mid-ground and in the distance to represent an even spread of 3D co-ordinates.

All the GPS readings are converted into National Grid co-ordinates and tabulated.

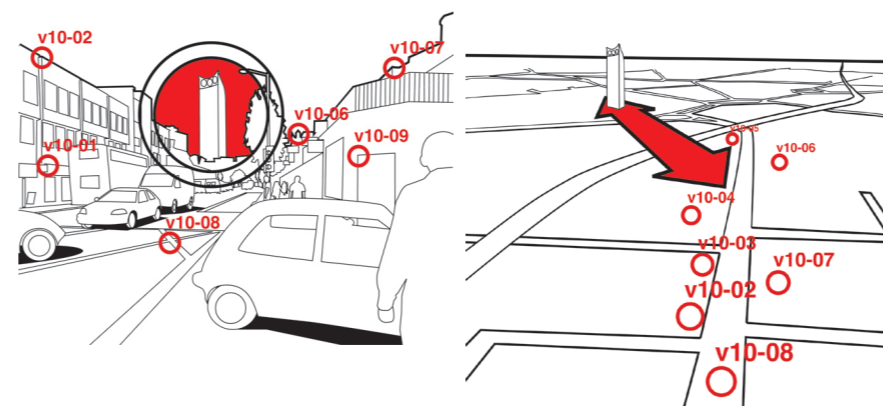


PREPARING PHOTOGRAPHY

If the photograph was taken using an architectural shift lens then the horizon will have been shifted on the image, either up or down. For accurate alignment to be possible the perspective vanishing point – and hence the horizon – has to be centred in the image.

A calculation (based on the degree of shift used in the photography and the resolution of the scanning) is used to obtain the amount of vertical movement required to move the horizon to the centre of the image.

The distance (in pixels) from the top of the frame to the horizon line is measured, and the image adjusted so that the same number of pixels is created below the horizon line as above it, centring it. A blank portion of image is added to the bottom of the image to achieve this.



3D VISUAL ALIGNMENT

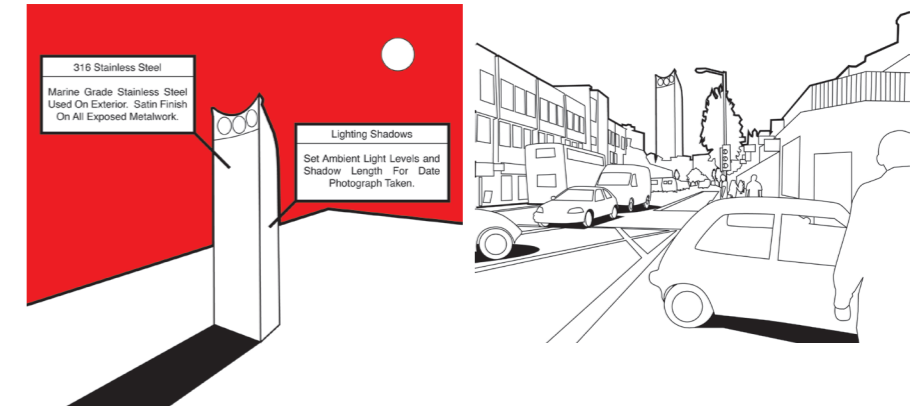
A 3 dimensional CAD model of the development is created (using PC based software “3D studio Max”) from digital plans and elevations supplied to GMJ by the architects, and is positioned with reference to the architects site survey.

A model of the context is also created for the purposes of creating accurate reflections and shadows from the locality at the rendering stage.

Planning data supplied to us by surveyors is combined with the corrected photograph and the newly created 3D CAD model. The data includes 3 dimensional survey points relating to notable points on each photograph as well as the position of the camera. A “virtual” camera is created at the surveyed position and the rest of the data is positioned by GMJ so the relative distances between camera, surveyed points, and the new building correspond with the “real world” distances between them

Cameras in 3D studio simulate actual 35mm cameras, if a 5x4 format camera was used then they are adjusted to more accurately represent 5x4 lenses. We use a formula based on a conversion factor derived from the difference in film sizes between the two formats.

The corrected photography is used as a backdrop to the “scene”. Looking at the 3D data using the virtual cameras superimposes it on to the backdrop. At this stage further adjustments to the view angle and the position of the camera are undertaken to visually align the 3D surveyed points to their corresponding areas on the photography.



RENDERING

The aligned digital model is lit according to the photographed lighting conditions and materials are applied. The computer can then process a photorealistic image to be superimposed into the photographic backdrop, this is called rendering.

The lighting is a simulation of the real world conditions called a daylight system, which can accurately position the sun in the sky at any time of day on any day of the year. The photograph itself also functions as a light source within this configuration to create accurate colourations of the model.

Material samples, supplied by the architects, are simulated and applied to the wireframe of the building. This process is in part an artistic exercise in creating a realistic impression of the building and the architect’s assessment of our interpretations is vital in creating a convincing image.

The completed render is opened in Adobe PhotoShop and further work is undertaken to create a finished image. This stage will include the compositing of several images to create one with a wider field of view. Also foreground elements that should sit in front of the building are isolated and superimposed to set it visually into the scene.

The final image is then marked horizontally and vertically to illustrate the 40 degree view angle (20 degrees either side of the optical axis) and the position of the horizon.

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