

CHURCH STREET



SITES A, B AND C

ES VOLUME II
TOWNSCAPE AND VISUAL IMPACT
ASSESSMENT



Church Street

Townscape and Visual Impact Assessment

18/11/21

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1.0 INTRODUCTION

- 1.1 This Volume 2: Townscape and Visual Impact Assessment (TVIA) reports the likely significant effects of the Proposed Scheme on the Application Site and the surrounding area in terms of townscape and visual matters. The effects of the Proposed Scheme are considered over both the demolition and construction and operational phases. Where appropriate, it also identifies proposed mitigation measures to prevent, minimise or control likely negative effects arising from the Proposed Scheme and the subsequent anticipated residual effects.
- 1.2 The Guidelines for Landscape and Visual Impact Assessment (GLVIA3) (Ref. 1) states that townscape character and visual assessments provide a tool for identifying and assessing the: *“significance of and the effects of change resulting from development on both the landscape as an environmental resource in its own right and on people’s views and visual amenity”* (Para. 1.1 – Ref.1).
- 1.3 It goes on to emphasise that these assessments have two interlinked elements of: (1) landscape, as a resource; and (2) visual amenity, including views. The likely effects of both have been addressed within Volume of the ES. The European Landscape Convention (Ref. 2) defines landscape as including villages, towns and cities and the GLVIA3 states that ‘townscape’ refers to areas where the built environment is dominant.
- 1.4 Within this volume the townscape impact assessment has assessed the effects of the Proposed Scheme’s interaction with the existing townscape character areas (townscape receptors). The visual impact assessment considers the effect of the Proposed Scheme on the visual amenity experienced by people (visual receptors) and how this would change through a series of representative views.
- 1.5 The main townscape and visual issues covered in this Volume include the following:
- Temporary visual intrusion during the demolition & construction of the Proposed Scheme;
 - Permanent effect of the operational Proposed Scheme in relation to the removal of a number of the Application Site’s existing structures and buildings;
 - Permanent effect to the townscape character, context and quality of the Application Site and its surrounds due to the presence of completed and operational Proposed Scheme in isolation, and in-combination with relevant Cumulative developments; and
 - Permanent effects on the visual receptor’s short, medium and long-range representative views (including the visual amenity experienced by people within the views) due to the presence of the completed and operational Proposed Scheme in isolation and in-combination with other Cumulative developments.

- 1.6 This Volume (and its associated figures and appendices) should be read together with the Introductory Chapters of the Main ES Volume 1 (Chapters 1 – 7).
- 1.7 This Volume is accompanied by the following appendices:
- Appendix A. Legislation, Planning Policy and Guidance
 - Appendix B. Consultation email
 - Appendix C. TVIA Assessment Methodology
 - Appendix D. Zone of Theoretical Visibility Study
 - Appendix E. Representative View Assessment
 - Appendix F. Accurate Visual Representations (AVRs) Methodology

Statement of Competence

- 1.8 This combined assessment has been undertaken by the Managing Director of Neaves Urbanism, Katy Neaves. As well as being an Urban Design Group Recognised Practitioner and a member of the Academy of Urbanism, Katy is a chartered member of the Landscape Institute and therefore complies with its associated Code of Conduct. This ensures that she only undertakes work for which she is able to provide proper professional and technical competence, and resources and requires that she maintains her professional competence in areas relevant to her work.
- 1.9 She has worked in the private sector for over 20 years and her experience to date has included producing townscape and landscape, visual impact assessments as part of the EIA process for a range of proposals including large-scale urban extensions, tall buildings within opportunity areas and major town centre retail developments.
- 1.10 She follows the GLVIA3 (Ref. 1) for preparing the townscape character and visual assessment of the TVIA. Based on best practice, such assessments are tailored to meet specific site circumstances and ensure that the effects of new development on townscape characteristics and visibility are considered.
- 1.11 Whilst the TVIA considers heritage assets in determining the value of the townscape receptors and visual receptor’s representative views it does not assess their significance and setting. This is assessed in the Main ES Volume 1, Chapter 9: Built Heritage, produced by Savills Heritage. and input has been provided by Savills Heritage in determining the location of the visual receptor’s representative views.

2.0 LEGISLATION, POLICY AND GUIDANCE

2.1 This combined assessment has been undertaken taking into account relevant legislation and guidance set out in national, regional and local planning policy. Detailed commentary is set out within Appendix A of this Volume.

Legislation

2.2 The following legislation is relevant to the Proposed Scheme:

- The Town and Country Planning (Environmental Impact Assessment Regulations 2017) (Ref. 3)
- The European Landscape Convention (Ref. 2)

Planning Policy

National

2.3 The following national level policy and guidance documents are of relevance to the Proposed Scheme:

2.4 The following national level policy and guidance documents are of relevance to the Proposed Scheme:

- National Planning Policy Framework (Ref. 4)
- National Planning Practice Guidance (Ref. 5)
- National Design Guide (Ref. 6)
- National Character Area Profile 112 Inner London (Ref. 7)

Regional

2.5 The key regional policy relevant to the Proposed Scheme is the London Plan (Ref. 8). The London Plan was adopted in March 2021. Policies relevant to this assessment include:

- Policy D1 - London's form, character and capacity for growth;
- Policy D3 – Optimising site capacity through the design-led approach;
- Policy D4 – Delivering good design;
- Policy D8 – Public realm;
- Policy D9 - Tall Buildings;
- Policy HC3 - Strategic and Local Views; and
- Policy HC4 - London View Management Framework

2.6 The following regional guidance and assessments are relevant to the Proposed Scheme and/or this assessment

- London View Management Framework 2012 (Ref. 9)
- Shaping Neighbourhoods: Character and Context SPG 2014 (Ref. 10)
- Natural Signatures: The London Landscape Framework 2011 (Ref.11)

Local

2.7 The development plan for the Westminster City Council (WCC) comprises of the City Plan 2019 – 2040 (Ref.12) which was adopted in April 2021 and provides local guidance with regard to development affecting

townscape and visual matters.

2.8 Policies relevant to this assessment include:

- Policy 6 - Spatial Development Priorities: Church Street / Edgware Road and Ebury Bridge Estate Housing Renewal Areas
- Policy 38 - Design Principles
- Policy 40 - Townscape and architecture
- Policy 41 - Building height
- Policy 42 - Building height in the housing renewal areas
- Policy 43 – Public realm

2.9 The following local guidance and assessments are relevant to the Proposed Scheme and/or this assessment

- Design Matters in Westminster 2001 (Ref. 13)
- City Plan 2019 – 2040 Views Background Paper 2019 (Ref. 14)
- Church Street Masterplan 2017 (Ref. 15)

2.10 Consideration is also given to the following WCC conservation area audits:

- Lisson Grove Conservation Area Audit (Ref. 16)
- Paddington Green Conservation Area Audit (Ref. 17)
- Fisherton Street Estate Conservation Area Audit (Ref. 18)
- St John's Conservation Area Audit (Ref. 19)
- Regent's Park and Primrose Hill Conservation Management Plan (Ref. 20)
- Maida Vale Conservation Area Directory (Ref. 21)
- Dorset Square Conservation Area Audit & Management Plan (Ref. 22)

Guidance

2.11 The following guidance and assessments are relevant to the Proposed Scheme and/or this assessment:

- GLVIA3 (Ref. 1)
- Landscape Institute: Technical Guidance Note 06/2019 Visual Representation of Development Proposals (Ref. 23)
- An Approach to Landscape Character Assessment (Ref. 24)
- Landscape Institute: Technical Information Note 05/2017 Townscape Character Assessment (Ref. 25)
- Historic England Advice Note 4: Tall Buildings (Ref. 26)

3.0 CONSULTATION AND ASSESSMENT METHODOLOGY

3.1 The following section outlines the consultation and methodologies applied to identify and assess the potential impacts and likely effects to result from the Proposed Scheme.

Consultation

3.2 The EIA Scoping Opinion was received on 9th September 2021 from WCC this agreed that a TVIA should be included within the ES. An Independent Review of the project’s EIA Scoping Opinion Request Report was undertaken by Avison Young and this recommended as series of actions to be addressed as part of the ES. None of the actions related to townscape and visual matters.

3.3 Running in parallel with the EIA Scoping Opinion consultation was undertaken with WCC Officers between 12th July 2021 and 12th August 2021 to agree the TVIA representative views. The relevant correspondence is included within Appendix B and the comments provided on 12th August 2021 by Andrew Barber summarised in in Table 3.1.

Table 3.1 Consultation

Comment	Where is this addressed within the Voume?
<p>Consultee: Andrew Barber WCC Principal Design, Conservation & Sustainability Officer</p> <p>Date: 12th August 2021</p>	
Request for a Zone of Theoretical Visibility (ZTV).	A ZTV is set out within Appendix D and discussed within paragraphs 6.16 and 6.17 of the Volume.
Query location of View 1 from Paddington Green and provision of an additional view between view 2 and 3 from Edgware Road.	Representative view 1 has been moved to the position requested and an additional view has been assessed from Edgware Road, as shown in Representative view 16 of Appendix E
Requesting additional local views from: <ul style="list-style-type: none"> • Penfold Street north-west • Penfold Street south-east, just inside of Broadley Street Gardens • Church Street east of junction with Salisbury Street • Church Street junction with Venables Street 	<p>Additional local views have been assessed from Penfold Street from the north-west and south-east (at the exit from Broadley Street Gardens, as shown in Representative view 17 and 18 of Appendix E.</p> <p>The views identified from Church Street are too close to the Application Site to show the Proposed Scheme within its townscape context. Instead, consideration has been given to the supporting elevations and computer generated images along Church Street within the Design and Access Statement prepared by Bell Philips to inform the findings of the TVIA.</p>
Further additional long-distance views from Hamilton Terrace and Ivor Place.	Additional long-distance views have been assessed from Hamilton Terrace and Ivor Place, as shown in Representative view 15 and 19 of Appendix E
Approach to showing maximum massing proposed of Sites B and C within the views.	As identified the AVRs show the “worst-case scenario” of Sites B and C, based on the maximum footprint and heights identified and explained within the supporting parameter plans and Design Codes prepared by Bell Philips.

Assessment methodology

- 3.4 TVIA was undertaken with a prior understanding of the nature of the Proposed Scheme and its purpose was to assess how it may affect the townscape character and visual amenity of identified receptors. In line with best practice, whilst interrelated, townscape and visual effects have been considered separately.
- 3.5 The appraisal was carried out in accordance with best practice guidance that includes:
 - Guidelines for Landscape and Visual Impact Assessment (Ref. 1)
 - Shaping Neighbourhoods: Character and Context SPG (Ref. 10)
 - An Approach to Landscape Character Assessment (Ref. 24)
 - Technical Information Note 05/2017 Townscape Character Assessment (Ref. 25)
- 3.6 The following provides a summary of the approach taken in this assessment with the methodology set out in full in the supporting Appendix C. TVIA Assessment Methodology.

Determining baseline conditions and sensitive receptors

- 3.7 It is necessary to define an appropriate study area to ensure a thorough and robust assessment on the effect of a development on townscape and visual receptors. The study area for this TVIA considers a study area of 300 metres (see Figure 3.1). This has been determined through establishing a ZTV, as shown in Appendix D and checked as part of a field study. Further long distant visual receptors and representative views are considered outside of the study area where identified and relevant.
- 3.8 The effects of the Proposed Scheme on the identified townscape and visual receptors are informed by a series of AVRs, as shown in Appendix E, from representative view locations. To determine the locations of the views, consideration has been given to relevant regional and local planning policy.
- 3.9 A preliminary desk study was undertaken to establish the physical components of the public realm, building form and mass, vegetation, topography and land use of the Application Site and its surroundings to inform the townscape receptors assessment. Potential visual receptors to the Application Site from within the surrounding area were also identified. Ordnance Survey (OS) maps were utilised to identify these features. In addition, aerial photography was used to supplement the OS information.
- 3.10 A field study was undertaken by urban design specialists from Neaves Urbanism on 27th May 2021 and 8th July 2021. Features of the Application Site and its surrounding area were identified along with the visual receptors established in the desk study. The field study also involved travelling throughout the study area and producing a photographic record.

Methodology for assessment

- 3.11 This combined assessment first identified the baseline conditions of the Application Site and surrounding study area. This included the existing elements and characteristics that contribute to the townscape were considered to establish townscape character area receptors and the areas associated ‘value’. This included reference, where relevant, to conservation area audits.
- 3.12 Visual receptors were recognised to establish the visibility of the existing Site and supporting representative views were established in consultation with WCC and their ‘value’ identified. Consideration was also given to strategic and local views that are identified in planning policy or guidance documents.
- 3.13 Identification of the value of the townscape character area receptors and visual receptor’s representative views are assessed as either exceptional, high, medium, low or very low/poor.
- 3.14 The next stage considered the townscape character area receptors and visual receptor’s representative views susceptibility to the proposed change, which is assessed as either high, medium or low. This was then used to establish their sensitivity through the combined consideration of their value and susceptibility to change and is categorised as either high, medium or low.

Significance criteria

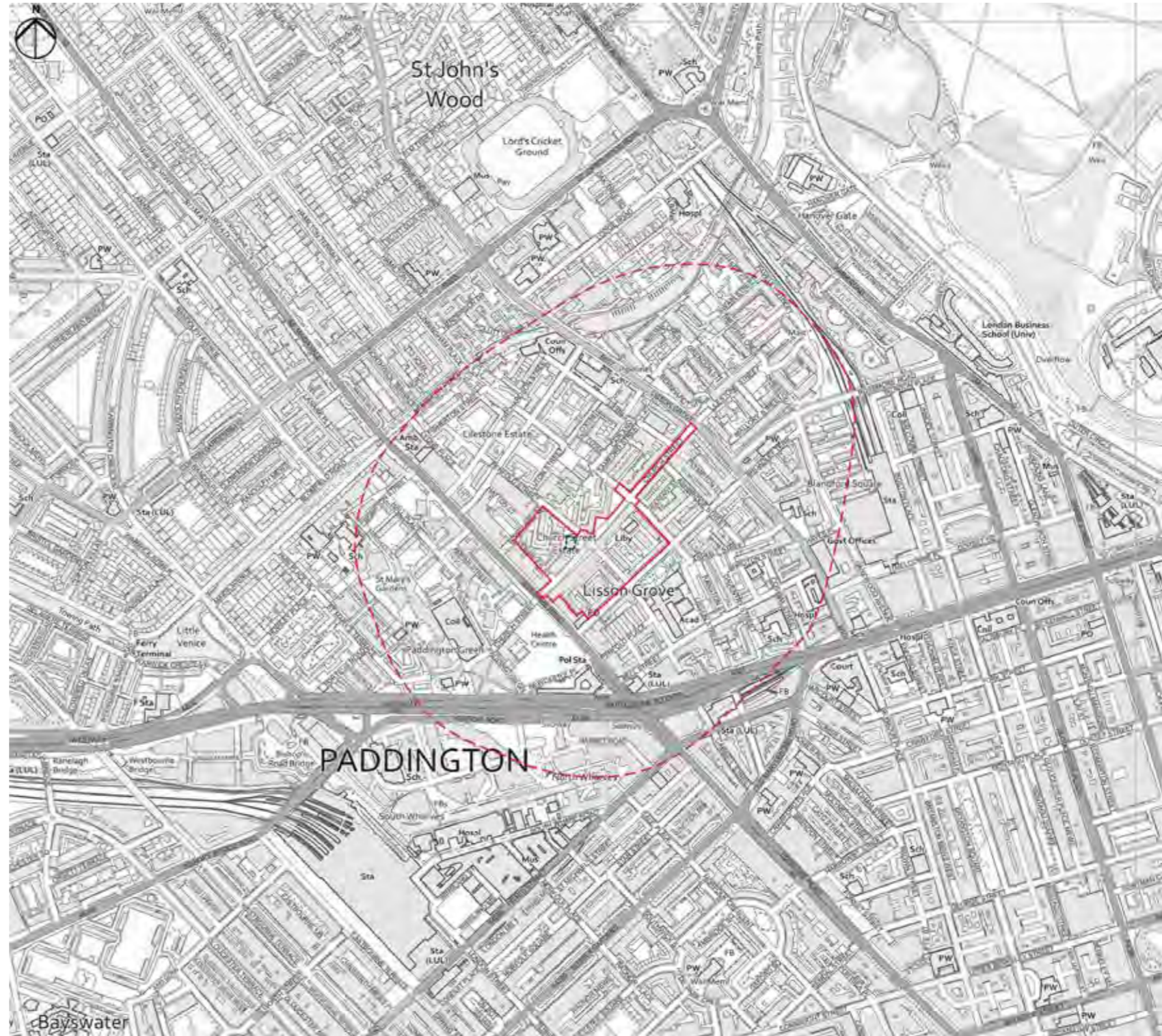
- 3.15 The assessment of the potential impacts and likely effects as a result of the Proposed Scheme has taken into account both the Demolition and Construction Impacts and Completed and Operational Impacts (year 1 after the final phase has been completed). At these two stages the magnitude of impact of the Proposed Scheme on the townscape character area receptors and visual receptor’s representative views is assessed through considering its related size and scale, along with the geographical extent of the area influenced and its duration. The magnitude of the impact is assessed as either high, medium, low, negligible or none.
- 3.16 The significance level attributed to each effect has been assessed based on the magnitude of impact due to the Proposed Scheme and the sensitivity of the affected townscape character area receptor or visual receptor’s representative view environmental to change (as set out in Appendix C). Significance of effect is identified as either major, moderate, minor, negligible or none.
- 3.17 Effects which are deemed to be significant for the purpose of this assessment are those which are described as being moderate or major. Minor to moderate, minor to negligible scale of effects are not significant. Effects that were assessed to be not significant were still considered within the assessment.

Limitations and assumptions



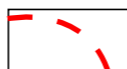
- 3.18 At the Demolition and Construction stage it is considered that provision of site hoarding and graphics would reduce the visual appearance of the activities associated with the demolition and construction of the Proposed Scheme. The requirement for the provision of hoarding will be incorporated in a Construction Environmental Management Plan to be prepared for the Proposed Scheme.

Figure 3.1: Study Area

- 3.19 The assessment of the Completed and Operational stage has been informed by the representative view visualisations, set out in Appendix E. The baseline photography of which was taken in the summer (i.e. trees with all their foliage). The Visual Impact Assessment does not attempt to predict the visual effects of seasonal changes throughout the year but describes the worst-case position in terms of the views from the identified visual receptor's viewpoints, i.e. a professional judgement has been made to consider a winter effect, when the trees would have lost their leaves.
- 3.20 Consideration has also been given to the design principles and illustrative material that accompanies the planning application within the supporting Design and Access Statement and Design Codes submitted for approval. This approach allows for a balanced assessment that considers all the relevant material and allows for judgements to be made on design quality and associated mitigating effects.
- 3.21 At the Completed and Operational stage Site A's Proposed Scheme provides design measures such as façade material and contemporary architecture, which have been applied to aid with visual interest to the view and embedded mitigation. Therefore, no further mitigation measures are considered necessary. Further details are set out in the Design and Access Statement submitted in support of the detailed planning application.
- 3.22 For Sites B and C Proposed Scheme the worst-case scenario within the maximum building heights and extent provided within the Parameter Plans have been considered as part of the assessment. Design principles such as the approach to façade material and elevation architectural details, which have been applied to aid with visual interest to the view and embedded mitigation, are set out within the Design Code submitted in support of the outline planning application. Therefore, no further mitigation measures are considered necessary.



Key

-  Application Site
-  Kennet House excluded from Application Site
-  Study area 300 metres

4.0 BASELINE CONDITIONS

4.1 This section outlines the existing baseline conditions of the Application Site in terms of the built, physical townscape, townscape character area and visual amenity from existing receptors within the associated study area. The 'value' of each receptor has been considered as part of the baseline study through the desk-based review and site visits, which, in addition to the use of professional judgement, contributes to the resultant 'sensitivity' of each receptor.

Baseline Townscape Character

4.2 This section considers the townscape features that contribute to the existing character of the Application Site and of the study area.

Site

4.3 The Application Site is located within the Lisson Grove area. It includes a section of Church Street that runs from Edgware Road to Lisson Grove, along with two urban blocks that are framed by streets (Sites B and C) and the majority of a third urban block (Site A).

4.4 The Application Site's following three urban blocks address Church Street as shown in Figure 4.1.

- South-west block is surrounded by Church Street, Penfold Street and Broadley Street and excludes the majority of properties that address Edgware Road. It includes buildings of between four to five storeys in height (Site A);
- South-east block is enclosed by Church Street, Penfold Street, Salisbury Street and Broadley Street. It includes buildings of between four to five storeys in height (Site B); and
- North-west block is framed by Church Street, Penfold Street, Boscobel Street and Venables Street. It includes buildings of between three to five in height and a 17 storey tower block (Site C).

4.5 Each block is predominantly residential in land use with small commercial units at the ground floor along Church Street. The built form within Sites A and B are set back from the street and address the block edge. Much of the built form within Site C is angled at 45 degrees to the surrounding streets. Each urban block has semi-private courtyards associated with the residential properties, which include vegetation and children play areas.

4.6 Church Street includes a popular street market and is relatively wide in width compared to other streets within the area. Street trees are present along a small section of Church Street (where it passes between Site A and C, Broadley Street, Penfold Street and Boscobel Street). The ground level of the Application Site is around 33 metres Above Ordnance Datum (AOD).

4.7 An Arboricultural Impact Assessment (AIA) has been produced by Arcadis and submitted in support of this planning application. The assessment identified that the Application Site is not covered by a Tree Preservation Orders and contains 114 individual trees and one group of trees. The AIA establishes that the Application Site does not include any trees that are classified as 'category A', with the majority either 'category B' or 'C'.

Figure 4.1: Study Area Application site



Key







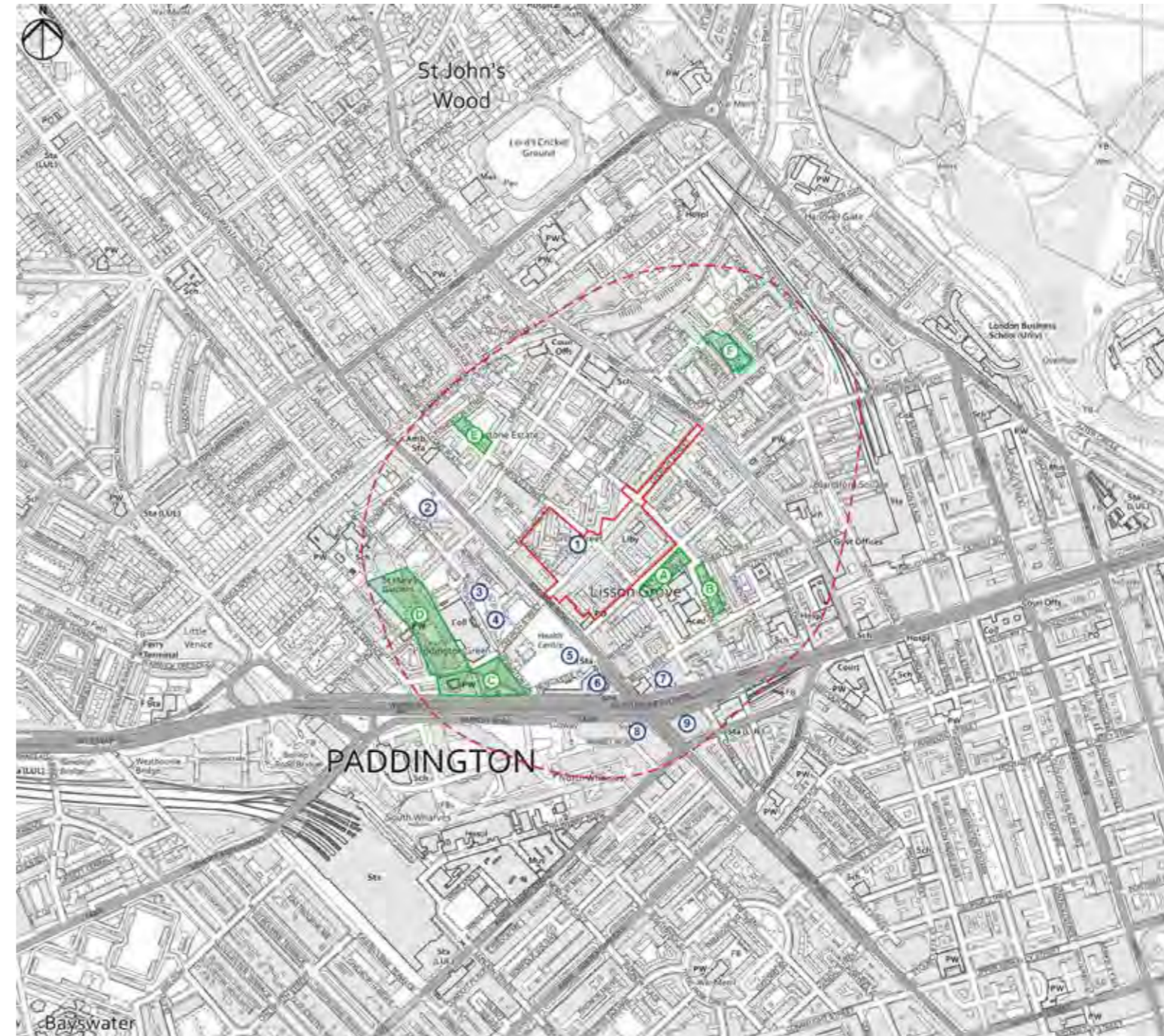
-  Application Site
-  Kennet House excluded from Application Site
-  Study area 300 metres
-  Site A
A1. Even nos. 382 to 386 Edgware Road and odd nos. 125 to 127 Church Street
A2. Blackwater House
A3. Lord High Admiral Public House
A4. Pool House
A5. Cray House
A6. Ingrebourne House
A7. Lambourne House
-  Site B
B1. Ravensbourne House
B2. Wandle House
B3. Eden House
B4. Medway House
B5. Lea House
B6. Roding House
-  Site C
C1. Darent House
C2. Windrush House
C3. Mole House
C4. Isis House
C5. Derry House
C6. Colne House

Figure 4.2: Surrounding Area Features

Surrounding Area

- 4.8 The study area is dissected north-west / south-east by the linear, busy, vehicle route of the Edgware Road (A5), formally the Roman Road of Watling Street. The road provides a route for a number of buses and access for the surrounding residential streets. To the south of the study area are the underground stations of the Bakerloo line's Edgware Road and Circle, District and Metropolitan lines' Edgware Road. The associated lines run underground as they pass through the study area.
- 4.9 The landform within the study area is broadly flat at around 30 metres AOD. Outside of the study area, to the north-east, the topography rises up to Primrose Hill which is 64 metres AOD. The Regents Canal runs north-east / south-west of the study area and there are no further water or drainage features of note.
- 4.10 The study area's land uses include a mixture of residential land use and its associate social infrastructure along with pockets of offices to the north, east and south. Edgware Road includes small commercial and leisure units. Broadley Street Gardens, Lisson Gardens, St Mary's Gardens and Paddington Green provide small areas of public area of open space and are shown in Figure 4.2. The residential estates typically also include semi-private areas of open space that include play areas.
- 4.11 The built form along Edgware Road varies in age and height with remnants of Victorian and Edwardian terraces in varying quality and condition providing a broadly consistent building line and height. West End Gate abuts Edgware Road to the south of the study and includes mid to high rise apartment blocks that were under construction at the time of undertaking this baseline assessment.
- 4.12 Behind Edgware Road are various residential estates that again range in age and heights between three and five storeys. These estates include the following tall buildings that along with the West End Gate's Westmark Tower provide local landmark features:
- Kennet House (16 storeys)
 - Hall Tower and Braithwaite Tower (both 22 storeys)
 - Parsons House (21 storeys)
 - Westmark Tower (30 storeys)
- These tall buildings are identified within Figure 4.2 along with tall buildings that are associated with the Marylebone Flyover. This includes the telephone exchange of Bourne House and the vacant Paddington Green police station which were constructed at the same time as the flyover in the mid to late 20th century.
- 4.13 Vegetation within the study area is typically associated with street trees and residential properties courts and gardens.



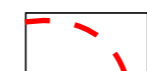
Key



Application Site



Kennet House excluded from Application Site



Study area 300 metres

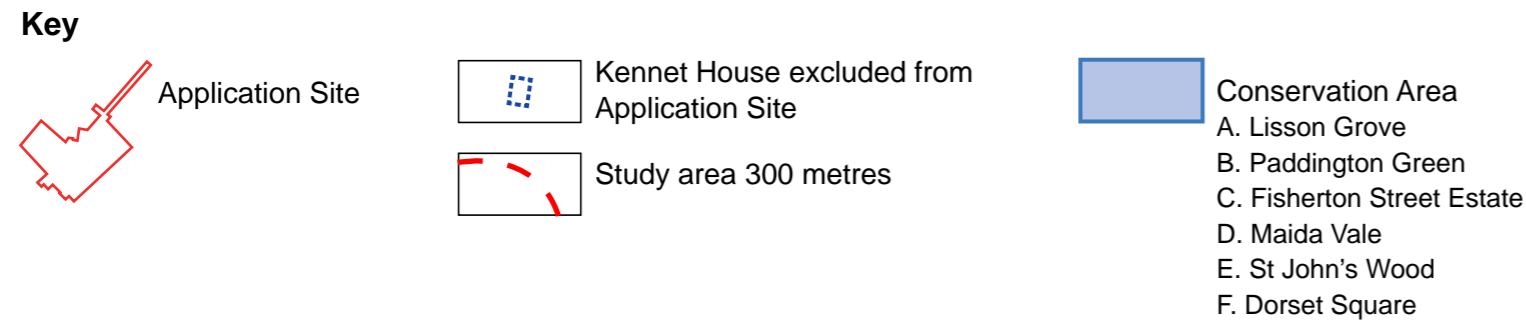
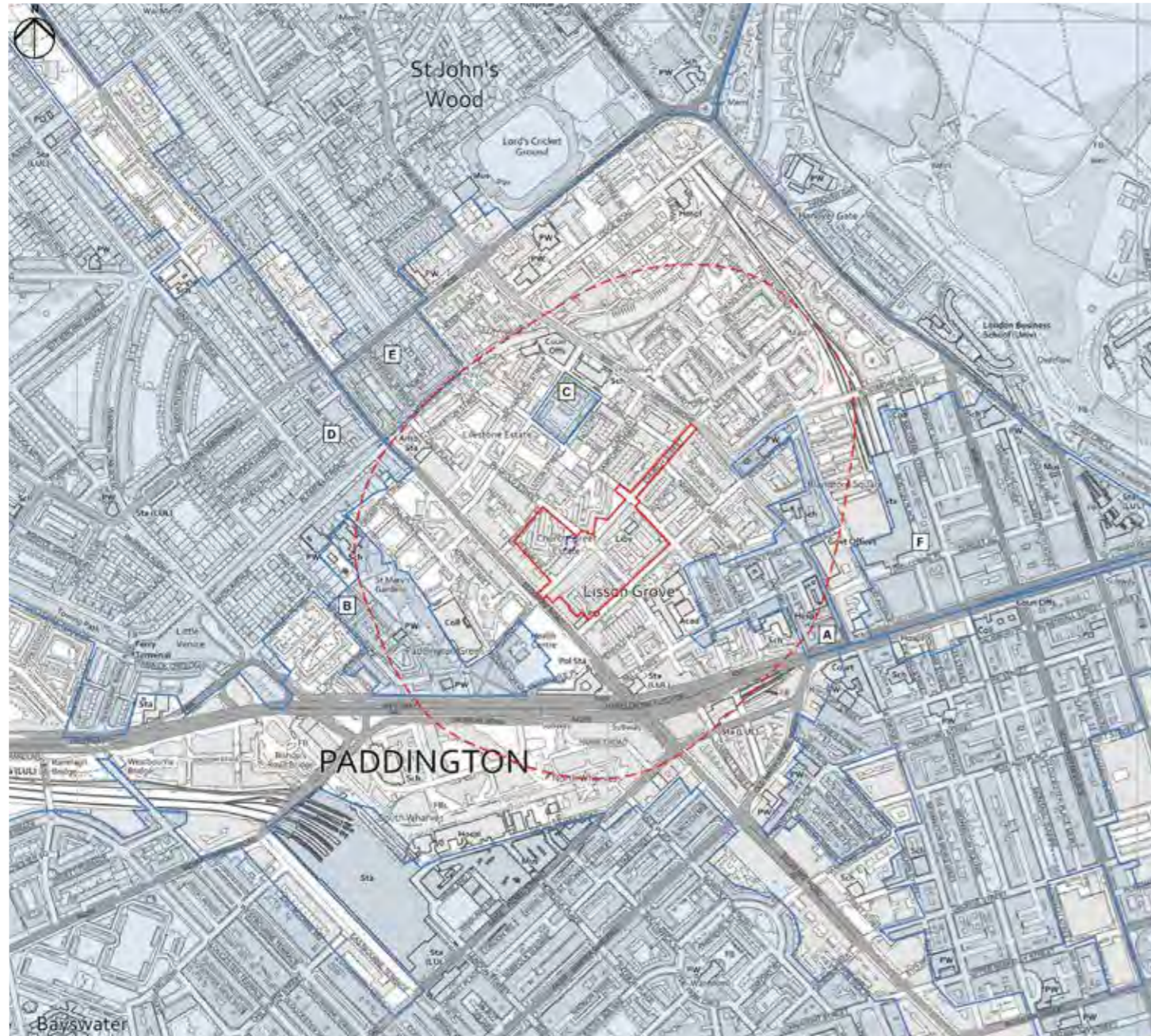


Public Open Space
A. Broadley Street Gardens
B. Paddington Green
C. Fisherton Street Estate
D. St Mary's Gardens
E. Orange Park
F. Tresham Gardens



Tall buildings
1. Kennet House
2. Parsons House
3. Braithwaite Tower
4. Hall Tower
5. Westmark Tower
6. Former Paddington Green Police Station
7. Bourne House (Telephone Exchange)
8. Hilton London Metropole
9. Capital House

Figure 4.3: Conservation Areas

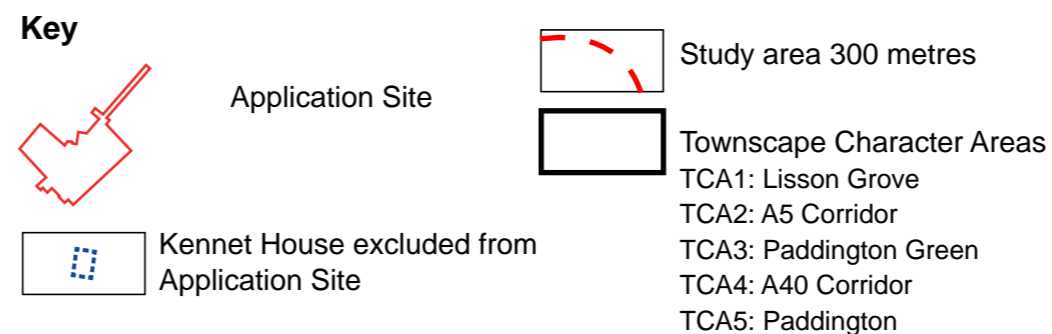
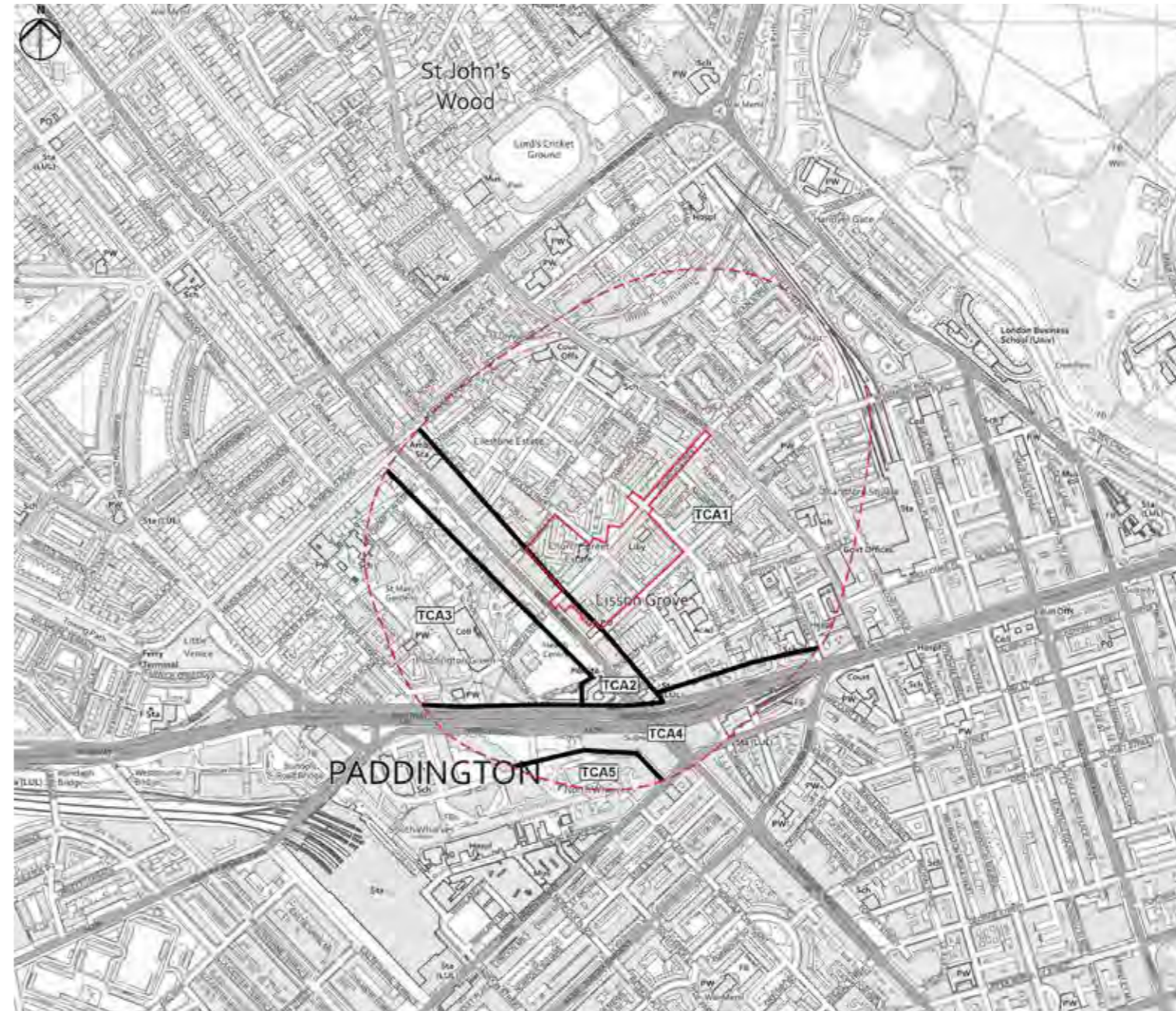


- 4.14 Designated heritage assets within the study area and relevant to the TVIA are shown in Figure 4.3 and include the conservation areas of
- Lisson Grove (45 metres to the south-east of the Application Site)
 - Paddington Green (40 metres to the west of the Application Site)
 - Fisherton Street Estate (120 metres to the north of the Application Site)
 - St John's (300 metres to the north of the Application Site)
 - Regent's Park and Primrose Hill (425 metres to the north-east of the Application Site)
 - Maida Vale (240 metres to the north-west of the Application Site)
 - Dorset Square (250 metres to the east of the Application Site)
- 4.15 24 grade II* and II listed buildings fall within the study area and include the following grade II* listed buildings.
- King Solomon Academy (Former Marylebone Lower House North Westminster Community School) (45 metres to the south of the Application Site)
 - Church of St Mary (235 metres to the south-west of the Application Site)
 - Christ Church (215 metres to the south-east of the Application Site)
- 4.16 Outside of the study area, to the north-east is the grade I Register Park and Garden of Regent's Park some 450 metres away from the Application Site.
- 4.17 The TVIA does not assess the potential effect which may arise as a result of the Proposed Scheme to the significance of these heritage assets, this is set out within Chapter 9: Built Heritage of the Main ES Volume 1. Where relevant, however, the heritage assets have informed the value and sensitivity of the identified townscape and visual receptor's representative views.

Townscape Character Areas

- 4.18 At a national level the Application Site is situated within the National Character Area: 112 Inner London (Ref. 7). At a regional level the London's Natural Signatures: The London Landscape Framework (Ref. 11) recognises the Application Site and northern section of the study area as falling within the Landscape Type Clay Ridges and Natural Landscape Area of 5 Hampstead Ridge. The southern section of the study area is located within the Landscape Type Gravel Terraces and Natural Landscape Area of 10 Hayes Gravels.
- 4.19 Both the national and regional assessments cover a wide area and, whilst they serve to provide useful background and context, the scale of both the identified character areas and character types is such that there would be no notable effect resulting from the Proposed Scheme. This is primarily due to the type and scale of development proposed already existing within close proximity of the Application Site. It is therefore considered that the introduction of the Proposed Scheme would be characteristic in the particular context and would have a limited effect on the overall baseline character of these areas and types.
- 4.20 WCC have not undertaken a townscape character assessment for the borough. Consideration has therefore been given to Shaping Neighbourhoods: Character and Context SPG (Ref. 10) which sets out how to assess character areas. It sets out four principles:
- Character is all around us and everywhere has a distinctive character;
 - Character is about people and communities;
 - Places are connected and overlap – boundaries and transitions are important; and
 - Places are connected and overlap – boundaries and transitions are important; and
 - The character of a place is a dynamic concept.
- 4.21 For the purposes of this TVIA the townscape features that contribute to the existing character of the established study area have identified five townscape character area receptors (TCA). This is based on a combination of the dominant land use, built form, layout and landform, along with consideration of aesthetic and perceptual factors and includes:
- TCA1: Lisson Grove
 - TCA2: A5 Corridor
 - TCA3: Paddington Green
 - TCA4: A40 Corridor
 - TCA5: Paddington
- 4.22 It is important to note that TCA often overlap or interact in ways that mean their identification is simply a tool to enable a logical analysis of the surroundings. It is not a way of prescribing one style or age of building that must be adhered to.
- 4.23 The TCAs are illustrated in Figure 4.4. Based on the limited inter-visibility between the Application Site and TCA4: A40 Corridor and TCA5: Paddington these TCAs are not discussed further.
- 4.24 The TCAs townscape elements are summarised in the following sections along with their identified townscape value which is based on Table C.1 of the TVIAs assessment methodology.

Figure 4.4: Townscape Character Area



Church Street

04. Baseline Conditions

TCA1: Lisson Grove

- 4.25 The TCA includes the majority of the Application Site. It is bound to the north by the Regent's Canal, east by the railway line extending from Marylebone Railway Station and to the south and west by the buildings framing Marylebone Flyover and Edgware Road. Representative views 6 to 14, 17 and 18 set out within Appendix E are taken from this TCA.
- 4.26 Its land use is predominantly residential along with pockets of education and offices. Most of the areas of open space are associated with the residential estates and have restricted access, but Broadley Street and Lisson Gardens provide a small public area of open space. Vegetation is associated with these areas and along the wider of the residential streets.
- 4.27 Grid network of local residential streets that are typically either one-way or dead ends to prevent vehicles "rat running". Pedestrian permeability is however good throughout the area. Overall, there is a moderate level of pedestrian and vehicular movement through the area. Car parking is on the street and within surface and underground parking courts.
- 4.28 Building age, architectural styles and heights vary across the area, with buildings dating from the late 18th and early 19th century to mid-20th century typically ranging from three to 16 storeys in height. The area has a tight grain and urban block structure within its centre and to the south. This urban grain becomes looser to the north with buildings generally have a small to medium footprints set within small areas of grassed courtyards or open space.
- 4.29 The building material within the area ranges and includes brick and rendering. The style and design of buildings is varied reflecting the various stages of development of the area with defined and consistent groups evident within the various urban blocks.
- 4.30 Kennet House provides a local landmark within the area along with the portico and tower of the grade II* listed building of Christ Church. Views around the area are associated with local streets.
- 4.31 The TCA contains both the Lisson Grove Conservation Area and Fisherton Street Estate Conservation Area, along with two grade II* listed buildings and 14 grade II listed buildings. It is considered to have a high to medium townscape value. This is due to the townscape being in varying condition and scenic quality.

TCA2: A5 Corridor

- 4.32 This TCA includes a small element of the western extent of the Application Site and includes the linear route of former Roman road of Watling Street, now Edgware Road, and the built form that addresses it. Representative views 2 to 5 along with representative view 16 are taken from this TCA.
- 4.33 The land use is typically commercial or leisure on the ground floor with either residential or offices above. The set back to Parsons House provides a small public square, which contains semi-mature street trees. Other than the odd street tree along Edgware Road's western pavement the TCA has limited vegetation within it.

- 4.34 The area includes the, wide, four laned carriageway and pavement of Edgware Road that provides a primary route through the study area and links the centre of London and its north-west suburbs. Local residential streets are accessed from this route along with bus stops and one of the two Edgware Road Underground Stations.
- 4.35 The area's townscape is characterised by remnants of sections of Victorian and Edwardian terraces that are typically three to four storeys in height and infill developments from the early to early 21st century that typically rises up to ten storeys in height. The façade material and architectural style of the buildings varies, but they typically provide a broadly consistent boundary and building line. Contrasting with this height and urban grain is the tall building of Parsons House which is set back from Edgware Road in public square and the recently constructed Westmark Tower. Both provide local landmarks within the TCA and study area.
- 4.36 Vegetation within the area is associated with street trees. The wide nature of Edgware Road affords a linear view to the north-west and south-east. This is curtailed at the south-eastern end with raised Marylebone Flyover.
- 4.37 The TCA does not include any designated heritage assets. It is considered to have a low townscape value, due to having a varying condition and scenic quality. It is also influenced by the noise of vehicles travelling through it.

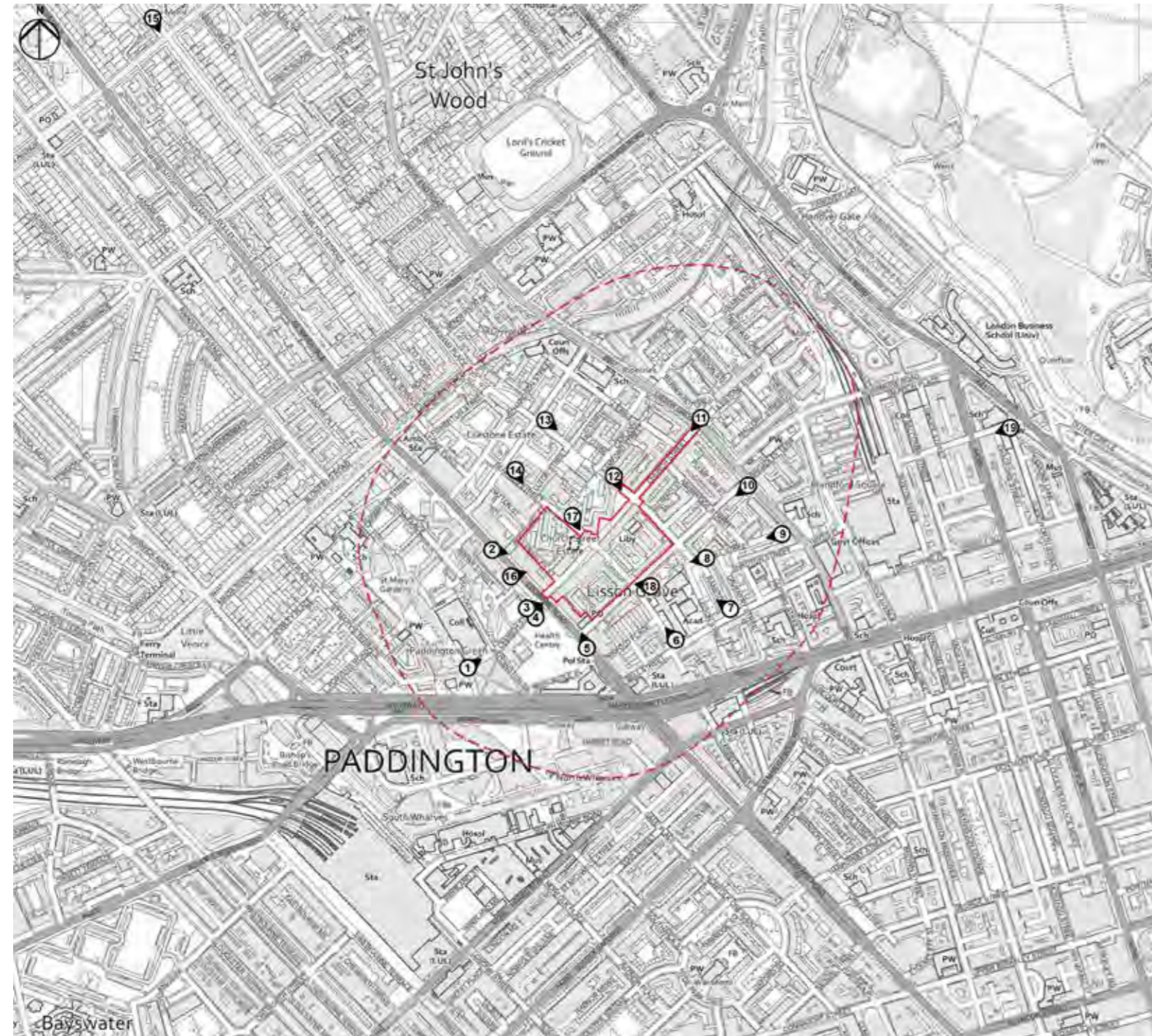
TCA3: Paddington Green

- 4.38 Situated to the west of the Application Site and study area this TCA is predominately residential in land use and includes education and places of worship. It is bound to the north and west by the Regent's Canal, to the south by the buildings framing the busy Marylebone Flyover and the east by the buildings that address Edgware Road. Representative view 1 is taken from this TCA.
- 4.39 The TCA is centred around the public open space of St Mary's Gardens (formally a churchyard of Church of St Mary's) and Paddington Green. Both were laid out in the 19th century and include mature trees and footpaths within managed grassed areas.
- 4.40 The area has limited vehicle access with local residential streets typically being either one-way or dead ends. Pedestrian permeability is, however, good with footpath links providing access throughout the area. There is a moderate level of pedestrian and low level of vehicular movement through the area. Car parking is on the street.
- 4.41 To the west and south built form provides a fine urban grain that ranges between three and six storeys in height and clearly defined urban blocks. To the north-east the buildings associated with the post-war Hall Place Estate loosely define the urban blocks and are set within grassed communal areas. These buildings varying heights from three to 22 storeys and include the two local landmarks of Hall and Braithwaite Towers. Views around the area are associated with local streets.

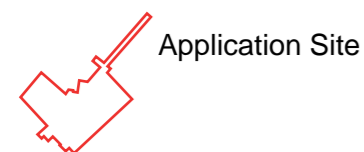
4.42 The building material within the area is predominantly brick, with a mix of stone detailing or metal panelling depending on the age of when the building was developed. Overall, the style and design of buildings is varied reflecting the development of the area, although defined and more consistent groups are evident.

4.43 The TCA contains the majority of the Paddington Green Conservation Area and a small element of the Maida Vale Conservation Area, along with a grade II* listed building and seven grade II listed buildings. It is considered to have a high to medium townscape value. This is due to the townscape being in varying condition and scenic quality.

Figure 4.5: Representative viewpoints



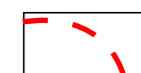
Key



Application Site



Kennet House excluded from Application Site



Study area 300 metres



Representative viewpoint

1. Paddington Green
2. Edgware Road, junction with Boscobel Street
3. Edgware Road, junction with Church Street looking south-east
4. Edgware Road, junction with Church Street looking north-east
5. Edgware Road, junction with Broadley Street
6. Penfold Street, junction with Bell Street
7. Ranston Street
8. Ashmill Street, junction with Ranston Street
9. Ashmill Street, junction with Lisson Grove

10. Broadley Street, junction with Lisson Grove
11. Lisson Grove, junction with Church Street
12. Salisbury Street
13. Fisherton Street
14. Penfold Street, junction with Frampton Street
15. Hamilton Terrace
16. Edgware Road
17. Penfold Street, near Kennet House
18. Broadley Street Gardens
19. Ivor Place, junction with Park Road

Baseline Visual Receptors

- 4.44 The Application Site's baseline ZTV is limited to the immediate roads and small pockets of open space that surround it. This is due to the Application Site and surrounding area's flat landform and intervening built form.
- 4.45 Within the baseline and proposed ZTV visual receptors, defined as "Individuals and/or defined groups of people who have the potential to be affected by a proposal" are likely to include (but are not limited to) the following:
- Low to mid-rise residential properties located adjacent to the Application Site and within 300 metres of its boundary;
 - High rise residential properties within 1 km of the Application Site;
 - Public open space located within 2.5 km of the Application Site; and
 - Public highways and rights of way located within 300 metres of the Application Site's boundary along with linear long distance views along Hamilton Road and Edgware Road when orientated towards the Application Site.
- 4.46 To test the visual effects of the Proposed Scheme on visual receptors representative views have been selected. This selection has been informed by considering regional and local planning policy. The Application Site does not fall within or adjacent to a LVMF (Ref. 10) strategic view or a City Plan 2019 – 2040 Views Background Paper (Ref. 15) Local views of Metropolitan Importance.
- 4.47 The following representative views were considered an appropriate mix to demonstrate the visibility from the visual receptors and have been agreed in consultation with WCC as part of the scoping process. The location of the representative viewpoints are shown on Figure 4.5, with photography and verified views shown and described in Appendix E. The findings of the baseline condition appraisal are summarised in Table 4.1 and include the identification of the value of each visual receptor's representative view which is based on the Table C.2 of the TVIAs assessment methodology.

Table 4.1: Visual Receptor's Representative Views Baseline Condition

RV	Location	Distance (metres)	Existing visibility	Value
1.	Paddington Green	200	Glimpsed view	Medium
2.	Edgware Road, junction with Boscobel Street	50	None	Low
3.	Edgware Road, junction with Church Street looking south-east	35	Partial view	Low
4.	Edgware Road, junction with Church Street looking north-east	35	Partial view	Low
5.	Edgware Road, junction with Broadley Street	50	None	Low
6.	Penfold Street, junction with Bell Street	140	Glimpsed view	Low
7.	Ranston Street	160	None	High

RV	Location	Distance (metres)	Existing visibility	Value
8.	Ashmill Street, junction with Ranston Street	60	Glimpsed view	Low
9.	Ashmill Street, junction with Lisson Grove	190	None	Low
10.	Broadley Street, junction with Lisson Grove	165	None	Low
11.	Lisson Grove, junction with Church Street	15	Partial view	Low
12.	Salisbury Street	25	Glimpsed view	Low
13.	Fisherton Street	180	None	Medium
14.	Penfold Street, junction with Frampton Street	90	Glimpsed view	Low
15.	Hamilton Terrace	1,160	None	High
16.	Edgware Road	50	Glimpsed view	Low
17.	Penfold Street, near Kennet House	25	Partial view	Low
18.	Broadley Street Gardens	10	Open view	Low

Table 4.2: Summary of Sensitivity of the TCA Receptors

TCA Receptors	Value	Susceptibility of change	Sensitivity
TCA1: Lisson Grove	High to medium	Medium	Medium
TCA2: A5 Corridor	Low	Medium	Low
TCA3: Paddington Green	High to medium	Low	Medium to low
TCA4: A40 Corridor	Low	Low	Low
TCA5: Paddington	Low	Low	Low

RV	Location	Value	Susceptibility of change	Sensitivity
15.	Hamilton Terrace	High	Medium	High
16.	Edgware Road	Low	Low	Low
17.	Penfold Street, near Kennet House	Low	Low	Low
18.	Broadley Street Gardens	Low	Medium	Low
19.	Ivor Place, junction with Park Road	High	Low	Medium

Visual Receptor’s Representative View

4.51. How susceptibility to change is determined for each visual receptor’s representative view to the Proposed Scheme is described in Appendix E of this Volume and the findings are summarised in Table 4.3.

Summary of sensitive receptors

Townscape Character Area Receptors

4.48 The majority of the Proposed Scheme is located within the ‘TCA1: Lisson Grove’ which is recognised as having a high to medium value and a small portion of the western section of the Proposed Scheme falls within the ‘TCA2: A5 Corridor’ which has low value. The proposed mix of uses responds to that of the WCC City Plan 2019 – 2040 (Ref. 12) Policy 6 - Spatial Development Priorities: Church Street / Edgware Road and Ebury Bridge Estate Housing Renewal Areas and the proposals set out within the Church Street Masterplan document (Ref. 15). It enhances Church Street and its associated market’s facilities, along with providing a positive new frontage to the north-south green route that runs along Salisbury Street.

4.49 It is considered that TCA1: Lisson Grove and TCA2: A5 Corridor can accommodate the Proposed Scheme as they are tolerant of the type of change proposed and both have a low susceptibility to change, as defined in the methodology Table C.3. This is due to it having few distinctive townscape characteristics and a number of townscape detractors. Through assessing the ‘value’ and ‘susceptibility to change’ it is considered that the TCA1: Lisson Grove and TCA2: A5 Corridor both have a low sensitivity to the Proposed Scheme.

4.50 The Proposed Scheme will indirectly affect areas of ‘TCA3: Paddington Green’ Table 4.2 presents the assessment of the ‘value’ and ‘susceptibility to change’ of each townscape character area together with its ‘sensitivity’.

Table 4.3: Summary of Sensitivity of the Visual Receptors Representative Views

RV	Location	Value	Susceptibility of change	Sensitivity
1.	Paddington Green	Medium	Medium	Medium
2.	Edgware Road, junction with Boscobel Street	Low	Low	Low
3.	Edgware Road, junction with Church Street looking south-east	Low	Low	Low
4.	Edgware Road, junction with Church Street looking north-east	Low	Low	Low
5.	Edgware Road, junction with Broadley Street	Low	Low	Low
6.	Penfold Street, junction with Bell Street	Low	Low	Low
7.	Ranston Street	High	Medium	Medium
8.	Ashmill Street, junction with Ranston Street	Low	Low	Low
9.	Ashmill Street, junction with Lisson Grove	Low	Low	Low
10.	Broadley Street, junction with Lisson Grove	Low	Low	Low
11.	Lisson Grove, junction with Church Street	Low	Low	Low
12.	Salisbury Street	Low	Low	Low
13.	Fisherton Street	Medium	Low	Low
14.	Penfold Street, junction with Frampton Street	Low	Low	Low

5.0 ENVIRONMENTAL DESIGN AND MANAGEMENT

Demolition and Construction Stage

- 5.1 Demolition and construction works typically relate to townscape character and visual impacts associated with the removal of existing on-site features and the visual impact of the enclosure of the Application Site with hoarding and of construction plant. The latter would include scaffolding on any retained structures, tower cranes, piling drivers and other construction plant (refer to Chapter 6: Demolition and Construction of the Main ES Volume for further information).
- 5.2 Construction plant would be an incongruous feature within the townscape and views but inspection holes would be provided in the Application Site hoarding and graphics would be used to reduce its visual appearance.
- 5.3 It is proposed that the construction of the Proposed Scheme would be undertaken in three demolition and construction phases. The impact of the demolition and construction works would be experienced throughout the entire construction period, with the peak near the end of the construction programme where the Proposed Scheme would almost be fully constructed. It is noted, however, that the completed Proposed Scheme's buildings of the early two phases are likely to obscure views of the elements still under construction in certain locations.
- 5.4 The AIA identifies that a total of 55 individual trees would require removal in order to facilitate Proposed Scheme. This includes 22 category B trees and 31 category C trees.
- 5.10 For each site car parking is set either on the street in designated car parking bays or within basement car parks under Sites A and B to be discrete and minimise impact on the streetscape.
- 5.11 Heights for each site are typically eight to 11 storeys with height variation and set-backs used to break up the perceived built form. Taller elements have been used to act as visual markers to punctuate important public spaces and views. These include:
- The eastern corner of A1 building, marking Broadley Street Gardens.
 - B1 building denoting the corner of Church Street and Penfold Street.
 - C1 building marking the corner of Church Street and Venables Street.
 - C3 building denoting the corner of Boscobel Street and Penfold Street.
- 5.12 Reduced height is proposed on the A1 building where it addresses the Edgware Road frontage and on the C2 building to reduce the daylight impact to neighbouring buildings on Edgware Road.
- 5.13 The façade treatment and material for each of the Proposed Scheme buildings follow a similar set of principles with each building broken up into alternating taller 'villas' which typically sit forwards and lower link buildings which are set back from the building line. These sit on a ground floor plinth that denotes the different commercial, community and residential uses.
- 5.14 These three building typologies have differing façade material which is also varied depending on the uses, this includes brick of varying colour, stone, concrete, terracotta and ceramic. Throughout it is proposed that the colours, tones and textures of the façade materials must be consistent for each site, with careful consideration given to the ground floor materials used to address Church Street. The arrangement and style of windows and balconies provides a hierarchy between the base, middle and top of the buildings. This is further reinforced by additional articulation and detailing in the facades.

Completed and Operational Stage

- 5.5 The Proposed Scheme's vision is set out within the supporting Design and Access Statement and includes the following site-wider principles:
- Reinstate the historic urban structure with perimeter blocks.
 - Provide a mix of commercial, community and residential uses that would provide active frontages to the adjacent streets.
 - Improve Church Street Market and the route itself with new public realm.
- 5.6 The Proposed Scheme is split into three perimeter blocks, which are described as Sites A, B and C for the purpose of this assessment.
- 5.7 Site A comprises of a courtyard building (A1) and an L-shaped building (A2). The latter A2 building forms a new urban block with the existing buildings along Edgware Road and Broadley Street. Both buildings would have a mix of uses on the ground floor along Church Street with residential on the floors above and the ground floor of Broadley Street and Penfold Street.
- 5.8 Site B is a perimeter block that includes buildings B1, B2, B3 and B4 that frame an internal courtyard B5 building. It would have a mix of uses on the ground floor along Church Street and the corner of Salisbury Street and Broadley Street. Again it would have residential uses on the floors above and the ground floor of Salisbury Street, Penfold Street and Broadley Street.
- 5.9 Site C includes a perimeter block that includes buildings C2, C3, C4 and C5 that frame an internal courtyard C6 building with a wing of the C1 building extending along Venables Street and addressing Church Street along with the courtyard C7 building. It would have a mix of uses on the ground floor along Church Street and Venables Street with residential on the floors above and the ground floor of Boscobel Street and Penfold Street.
- 5.15 The Proposed Scheme provides new high-quality public realm at ground floor level. This includes improvements to Church Street Market, along with new tree planting and street furniture. A new street garden between Site A's A1 and A2 buildings extends the connection provided by Venables Street, linking Church Street and Broadley Street and increasing permeability for pedestrians through the Application Site. A new open space is also proposed between the C4 building and Kennet House enhancing the setting of the existing building.
- 5.16 The AIA estimates that the Proposed Scheme would provide approximately 200 - 250 new trees of varying species and specification as detailed in the Landscape Proposal Plans and sections of the supporting Design and Access Statement and Design Code. This would provide a replacement ratio of between 4 and 5 new trees for every existing tree to be removed.
- 5.17 The Proposed Scheme is discussed further in Chapter 5: Proposed Scheme of the Main ES Volume 1 and the supporting Design and Access Statement and Design Codes document.

6.0 ASSESSMENT OF EFFECTS

Effects during demolition and construction

Townscape character area receptors

- 6.1 The majority of the Application Site falls within ‘TCA1: Lisson Grove’, as shown in Figure 4.4, and its construction would have a local, direct, temporary, short to medium term, medium magnitude of impact on the area. This would lead to a moderate and adverse effect (significant). This is due to the construction of the Proposed Scheme, whilst being prominent only result in a partial alteration of the character of the baseline townscape.
- 6.2 A small part of the Application Site falls within ‘TCA2: A5 Corridor’ and its construction would have a local, direct, temporary, short to medium term, low magnitude of impact on the area, due to it altering a small part of the baseline townscape character. This would result in a minor and adverse effect (not significant)
- 6.3 Partial to glimpsed views are likely to be possible from the eastern edge of ‘TCA3: Paddington Green’. The magnitude of impact of the Proposed Scheme is predicted to be very low and combining with the previously established sensitivity it would have a local, indirect, temporary, short to medium term, minor and adverse effect (not significant).
- 6.4 The construction of the Proposed Scheme would have an intermittent and limited visibility from TCA4: A40 Corridor and TCA5: Paddington and would not affect their baseline townscape character. The magnitude of impact of the construction of the Proposed Scheme is predicted to be very low and combining with the previously established low sensitivity it would have no effect on TCA4: A40 Corridor and TCA5: Paddington.
- 6.5 Table 6.1 summaries the local, temporary and short to medium term construction effect of the Proposed Scheme on the Townscape Character Area Receptors. The Proposed Scheme would have a direct effect on TCA1: Lisson Grove and TCA2: A5 Corridor, and an indirect effect on TCA3: Paddington Green, TCA4: A40 Corridor and TCA5: Paddington.

Table 6.1: Summary of Construction Effects on the Townscape Character Area Receptors

Receptor	Sensitivity	Magnitude of impact	Likely Effect
TCA1: Lisson Grove	Medium	Medium	Moderate / Adverse
TCA2: A5 Corridor	Low	Low	Minor / Adverse
TCA3: Paddington Green	Medium to low	Low	Minor / Adverse
TCA4: A40 Corridor	Low	Very Low	None
TCA5: Paddington	Low	Very Low	None

Visual receptor's representative views

- 6.6 The changes in views would relate to the clearance of the Application Site, the use of construction plant, including scaffolding, tower cranes, piling drives etc; and the erection of site hoarding.
- 6.7 With open to partial views afforded to the demolition and construction work from the immediate roads of Church Street, Edgware Road, Broadley Street, Boscobel Street, Penfold Street, Salisbury Street and Venables Street, along with Broadley Street Gardens and the properties that overlook the Application Site such as Kennet House. Views to the tower cranes and scaffolding towers become partial to glimpsed as the viewer moves away from the Application Site from roads and properties within the study area that are orientated towards it, along with areas of open space.
- 6.8 From taller buildings and wide roads outside of the study area, along with the large open space of Regent's Park and raised landform of Primrose Hill it is considered that glimpsed to limited glimpsed views would be gained to the tower cranes and scaffolding towers associated with the Proposed Scheme. Such temporary views, however, are not incongruous features within these views, in the context of Paddington, where there is a significant amount of ongoing regeneration and development. Any identified effects from these visual receptors are likely to not be significant in EIA terms and therefore not been tested as representative views.
- 6.9 The construction stage of the Proposed Scheme would have a local, direct, temporary, permanent, short to medium term effect on the visual receptor's representative views. For a full description of the magnitude of impact and significance of effect please revert to Appendix E, which is summarised in Table 6.2.

Table 6.2: Summary of Construction Effects on the Visual Receptor's Representative Views

RV	Location	Sensitivity	Magnitude of impact	Likely Effect
1.	Paddington Green	Medium to low	Low	Minor / Adverse
2.	Edgware Road, junction with Boscobel Street	Low	Medium	Minor / Adverse
3.	Edgware Road, junction with Church Street looking south-east	Low	Medium to low	Moderate to minor / Adverse
4.	Edgware Road, junction with Church Street looking north-east	Low	Medium	Moderate to minor / Adverse
5.	Edgware Road, junction with Broadley Street	Low	Medium to low	Minor / Adverse
6.	Penfold Street, junction with Bell Street	Low	Low	Minor / Adverse
7.	Ranston Street	Medium	Low	Minor / Adverse
8.	Ashmill Street, junction with Ranston Street	Low	Medium	Moderate to minor / Adverse

RV	Location	Sensitivity	Magnitude of impact	Likely Effect
9.	Ashmill Street, junction with Lisson Grove	Low	Low	Minor / Adverse
10.	Broadley Street, junction with Lisson Grove	Low	Low	Minor / Adverse
11.	Lisson Grove, junction with Church Street	Low	Low	Minor / Adverse
12.	Salisbury Street	Low	Medium	Moderate to minor / Adverse
13.	Fisherton Street	Low	Low	Minor / Adverse
14.	Penfold Street, junction with Frampton Street	Low	Medium	Moderate to minor / Adverse
15.	Hamilton Terrace	High	Low	Minor / Adverse
16.	Edgware Road	Low	High	Moderate / Adverse
17.	Penfold Street, near Kennet House	Low	Medium	Moderate to minor / Adverse
18.	Broadley Street Gardens	Low	High	Moderate / Adverse
19.	Ivor Place, junction with Park Road	Medium	Low	Minor / Adverse

Effects for completed and operational development

Townscape character area receptors

- 6.10 The Proposed Scheme is situated within ‘TCA1: Lisson Grove’ and it would have a local, permanent, long term, medium magnitude of impact on the area. This would lead to a moderate and beneficial effect (significant). This is due to the Proposed Scheme's perimeter blocks reinstating the historic urban structure, improving pedestrian permeability, and providing improvements to Church Street and its associated market in line with the design principles set out within the Church Street Masterplan document (Ref. 15).
- 6.11 The introduction of mid-rise and taller buildings as part of the Proposed Scheme are not uncharacteristic in the particular context and it would only result in a small alteration of the character of the baseline townscape character. The uses at ground floor would activate the Proposed Scheme's elevation and provide natural surveillance onto the surrounding streets.
- 6.12 The Proposed Scheme's A2 building is positioned within ‘TCA2: A5 Corridor’ and it would have a local, direct, permanent, long term, low magnitude of impact. The building responds to the existing building line of Edgware Road and results in a minor and beneficial effect (not significant) to the area.

- 6.13 Partial to glimpsed views are likely to be possible from the eastern edge of 'TCA3: Paddington Green' to the Proposed Scheme. Its magnitude of impact is likely to be very low and combining with the previously established sensitivity it would have a local, indirect, permanent, long term, minor and beneficial effect (not significant).
- 6.14 Limited glimpsed views are likely to be afforded from small areas of TCA4: A40 Corridor and TCA5: Paddington to the Proposed Scheme. The magnitude of impact is predicted to be very low and combining with the previously established low sensitivity it would have no effect on these areas.
- 6.15 Table 6.3 summaries the local, permanent, and long-term operational effect of the Proposed Scheme on the Townscape Character Area Receptors. The Proposed Scheme would have a direct effect on TCA1: Lisson Grove and TCA2: A5 Corridor, and an indirect effect on TCA3: Paddington Green, TCA4: A40 Corridor and TCA5: Paddington.

Table 6.3: Summary of Summary of Operational Effects on the Townscape Receptors

Receptor	Sensitivity	Magnitude of impact	Likely Effect
TCA1: Lisson Grove	Medium	Medium	Moderate / Beneficial
TCA2: A5 Corridor	Low	Low	Minor / Beneficial
TCA3: Paddington Green	Medium to low	Low	Minor / Neutral
TCA4: A40 Corridor	Low	Very Low	None
TCA5: Paddington	Low	Very Low	None

Visual receptor's representative views

- 6.16 Due to its height and broadly flat landform the Proposed Scheme's ZTV would extend beyond the existing situation. Figure D.1 in Appendix D illustrates the likely ZTV within the study area and illustrates that open to partial views would be gained from the immediate roads of Church Street, Edgware Road, Broadley Street, Boscobel Street, Penfold Street, Salisbury Street and Venables Street, along with Broadley Street Gardens and the properties that overlook the Application Site such as Kennet House. Outside of the study area Figure D.2 demonstrates that views to the Proposed Scheme become glimpsed as the viewer moves away and can be gained from roads and properties that are orientated towards it.
- 6.17 From taller buildings and wide roads outside of the study area, along with the large open space of Regent's Park and raised landform of Primrose Hill Figure D.3 shows that limited glimpsed views would be gained to the top of the taller buildings associated with the Proposed Scheme. Such buildings are not incongruous features within these views, in the context of Paddington. Any identified effects from these visual receptors are likely to not be significant in EIA terms and therefore not been tested as representative views.
- 6.18 The Proposed Scheme would have a local, direct, permanent, long term effect on the visual receptor's representative views. For a full description of the magnitude of impact and significance of effect please revert to Appendix E which is summarised in Table 6.4.

Table 6.4: Summary of Operational Effects on the Visual Receptor's Representative View

RV	Location	Sensitivity	Magnitude of impact	Likely Effect
1.	Paddington Green	Medium to low	Very low	Minor / Neutral
2.	Edgware Road, junction with Boscobel Street	Low	Medium	Minor / Beneficial
3.	Edgware Road, junction with Church Street looking south-east	Low	Medium to low	Moderate to minor / Beneficial
4.	Edgware Road, junction with Church Street looking north-east	Low	Medium	Moderate to minor / Beneficial
5.	Edgware Road, junction with Broadley Street	Low	Medium to low	Minor / Beneficial
6.	Penfold Street, junction with Bell Street	Low	Low	Minor / Beneficial
7.	Ranston Street	Medium	Low	Negligible / Neutral
8.	Ashmill Street, junction with Ranston Street	Low	Medium	Moderate to minor / Beneficial
9.	Ashmill Street, junction with Lisson Grove	Low	Very low	Negligible / Neutral
10.	Broadley Street, junction with Lisson Grove	Low	Low	Minor / Beneficial
11.	Lisson Grove, junction with Church Street	Low	Low	Minor / Beneficial
12.	Salisbury Street	Low	Medium	Moderate to minor / Beneficial
13.	Fisherton Street	Low	Very low	None
14.	Penfold Street, junction with Frampton Street	Low	Medium	Moderate to minor / Beneficial
15.	Hamilton Terrace	High	Very low	Negligible / Neutral
16.	Edgware Road	Low	Medium	Moderate to minor / Beneficial
17.	Penfold Street, near Kennet House	Low	Medium	Moderate to minor / Beneficial
18.	Broadley Street Gardens	Low	Medium	Moderate / Beneficial
19.	Ivor Place, junction with Park Road	Medium	Very low	Negligible / Neutral

7.0 FURTHER MITIGATION AND MONITORING

Baseline Townscape Character

- 7.1 No further mitigation has been proposed as part of the demolition and construction stage of the Proposed Scheme in relation to the townscape character receptors and visual receptor's representative views. No monitoring measures are required.

Completed and Operational Stage

- 7.2 Design measures such as the provision of ground floor uses to provide active frontages and public realm strategy, along with buildings that respond to the context of Lisson Grove warrant that no further mitigation measures are considered necessary. No monitoring measures are required.

8.0 RESIDUAL EFFECTS

Demolition and Construction Stage

8.1 Given that no further mitigation has been proposed as part of this assessment, the residual effects of the demolition and construction stage of the Proposed Scheme on both the townscape character receptors and visual receptor's representative views would remain as outlined in Tables 6.1 and 6.2, as summarised in Table 8.1.

Completed and Operational Stage

8.2 Given that no further mitigation has been proposed as part of this assessment, the residual effects of the completed and operational stage of the Proposed Scheme on both the townscape character receptors and visual receptor's representative views would remain as outlined in Tables 6.3 and 6.4, as summarised in Table 8.1.

Table 6.1: Table 8.1 Summary of Residual Effects

Receptors	Description of Effect (on receptor)	Sensitivity of Receptor	Nature of Effect	Magnitude of Impact	Primary or Tertiary Mitigation	Classification of Effect	Further Mitigation	Residual Effect
TCA1: Lisson Grove	Direct change in townscape elements and character	Medium	Temporary, short to medium term	Medium	Integrated as part of the CEMP	Moderate / Adverse	Not applicable	Moderate / Adverse
TCA2: A5 Corridor	Direct change in townscape elements and character	Low	Temporary, short to medium term	Low	Integrated as part of the CEMP	Minor / Adverse	Not applicable	Minor / Adverse
TCA3: Paddington Green	Glimpsed views would indirectly alter a small part of townscape character	Medium to low	Temporary, short to medium term	Low	Integrated as part of the CEMP	Minor / Adverse	Not applicable	Minor / Adverse
TCA4: A40 Corridor	None	Low	Temporary, short to medium term	Very Low	Not applicable	None	Not applicable	None
TCA5: Paddington	None	Low	Temporary, short to medium term	Very Low	Not applicable	None	Not applicable	None
Visual receptor representative views								
RV01: Paddington Green	Direct effect on the representative view with a glimpsed view to construction of the Proposed Scheme would alter the view	Medium to low	Temporary, short to medium term	Low	Integrated as part of the CEMP	Minor / Adverse	Not applicable	Minor / Adverse
RV02: Edgware Road, junction with Boscobel Street	Direct effect on the representative view with a partial view to construction of the Proposed Scheme would alter the view	Low	Temporary, short to medium term	Medium to low	Integrated as part of the CEMP	Minor / Adverse	Not applicable	Minor / Adverse
RV03: Edgware Road, junction with Church Street looking south-east	Direct effect on the representative view with a partial view to construction of the Proposed Scheme would alter the view	Low	Temporary, short to medium term	Medium	Integrated as part of the CEMP	Moderate to minor / Adverse	Not applicable	Moderate to minor / Adverse
RV04: Edgware Road, junction with Church Street looking north-east	Direct effect on the representative view with a partial view to construction of the Proposed Scheme would alter the view	Low	Temporary, short to medium term	Medium	Integrated as part of the CEMP	Moderate to minor / Adverse	Not applicable	Moderate to minor / Adverse
RV05: Edgware Road, junction with Broadley Street	Direct effect on the representative view with a partial view to construction of the Proposed Scheme would alter the view	Low	Temporary, short to medium term	Medium to low	Integrated as part of the CEMP	Minor / Adverse	Not applicable	Minor / Adverse
RV06: Penfold Street, junction with Bell Street	Direct effect on the representative view with a partial view to construction of the Proposed Scheme would alter the view	Low	Temporary, short to medium term	Low	Integrated as part of the CEMP	Minor / Adverse	Not applicable	Minor / Adverse
RV07: Ranston Street	Direct effect on the representative view with a limited glimpsed view to construction of the Proposed Scheme would alter the view	Medium	Temporary, short to medium term	Low	Integrated as part of the CEMP	Minor / Adverse	Not applicable	Minor / Adverse
RV08: Ashmill Street, junction with Ranston Street	Direct effect on the representative view with a partial view to construction of the Proposed Scheme would alter the view	Low	Temporary, short to medium term	Medium	Integrated as part of the CEMP	Moderate to minor / Adverse	Not applicable	Moderate to minor / Adverse
RV09: Ashmill Street, junction with Lisson Grove	Direct effect on the representative view with a limited glimpsed view to construction of the Proposed Scheme would alter the view	Low	Temporary, short to medium term	Low	Integrated as part of the CEMP	Minor / Adverse	Not applicable	Minor / Adverse
RV10: Broadley Street, junction with Lisson Grove	Direct effect on the representative view with a glimpsed view to construction of the Proposed Scheme would alter the view	Low	Temporary, short to medium term	Low	Integrated as part of the CEMP	Minor / Adverse	Not applicable	Minor / Adverse
RV11: Lisson Grove, junction with Church Street	Direct effect on the representative view with a glimpsed view to construction of the Proposed Scheme would alter the view	Low	Temporary, short to medium term	Low	Integrated as part of the CEMP	Minor / Adverse	Not applicable	Minor / Adverse
RV12: Salisbury Street	Direct effect on the representative view with a partial view to construction of the Proposed Scheme would alter the view	Low	Temporary, short to medium term	Medium	Integrated as part of the CEMP	Moderate to minor / Adverse	Not applicable	Moderate to minor / Adverse
RV13: Fisherton Street	Direct effect on the representative view with a glimpsed view to construction of the Proposed Scheme would alter the view	Low	Temporary, short to medium term	Low	Integrated as part of the CEMP	Minor / Adverse	Not applicable	Minor / Adverse
RV14: Penfold Street, junction with Frampton Street	Direct effect on the representative view with a glimpsed view to construction of the Proposed Scheme would alter the view	Low	Temporary, short to medium term	Medium	Integrated as part of the CEMP	Moderate to minor / Adverse	Not applicable	Moderate to minor / Adverse
RV15: Hamilton Terrace	Direct effect on the representative view with a limited glimpsed view to construction of the Proposed Scheme would alter the view	High	Temporary, short to medium term	Low	Integrated as part of the CEMP	Minor / Adverse	Not applicable	Minor / Adverse
RV16: Edgware Road	Direct effect on the representative view with a partial view to construction of the Proposed Scheme would alter the view	Low	Temporary, short to medium term	High	Integrated as part of the CEMP	Moderate / Adverse	Not applicable	Moderate / Adverse

Church Street

08. Residual effects

Receptors	Description of Effect (on receptor)	Sensitivity of Receptor	Nature of Effect	Magnitude of Impact	Primary or Tertiary Mitigation	Classification of Effect	Further Mitigation	Residual Effect
RV17: Penfold Street, near Kennet House	Direct effect on the representative view with a glimpsed view to construction of the Proposed Scheme would alter the view	Low	Temporary, short to medium term	Medium	Integrated as part of the CEMP	Moderate to minor / Adverse	Not applicable	Moderate to minor / Adverse
RV18: Broadley Street Gardens	Direct effect on the representative view with an open view to construction of the Proposed Scheme would alter the view	Low	Temporary, short to medium term	High	Integrated as part of the CEMP	Moderate / Adverse	Not applicable	Moderate / Adverse
RV19: Ivor Place, junction with Park Road	Direct effect on the representative view with a limited glimpsed view to construction of the Proposed Scheme would alter the view	Medium	Temporary, short to medium term	Low	Integrated as part of the CEMP	Minor / Adverse	Not applicable	Minor / Adverse
Complete and Operational								
Townscape Character Areas receptors								
TCA1: Lisson Grove	Direct change in townscape elements and character	Medium	Permanent, long term	Medium	Integrated as part of the design	Moderate / Beneficial	Not applicable	Moderate / Beneficial
TCA2: A5 Corridor	Direct change in townscape elements and character	Low	Permanent, long term	Low	Integrated as part of the design	Moderate / Beneficial	Not applicable	Minor / Beneficial
TCA3: Paddington Green	Glimpsed views would indirectly alter a small part of townscape character	Medium to low	Permanent, long term	Low	Integrated as part of the design	Minor / Neutral	Not applicable	Minor / Neutral
TCA4: A40 Corridor	None	Low	Permanent, long term	Very Low	Not applicable	None	Not applicable	None
TCA5: Paddington	None	Low	Permanent, long term	Very Low	Not applicable	None	Not applicable	None
Visual receptor representative views								
RV01: Paddington Green	Direct effect on the representative view with a glimpsed view to the Proposed Scheme would alter the view	Medium to low	Permanent, long term	Very low	Integrated as part of the design	Minor / Neutral	Not applicable	Minor / Neutral
RV02: Edgware Road, junction with Boscobel Street	Direct effect on the representative view with a partial view to the Proposed Scheme would alter the view	Low	Permanent, long term	Medium to low	Integrated as part of the design	Minor / Beneficial	Not applicable	Minor / Beneficial
RV03: Edgware Road, junction with Church Street looking south-east	Direct effect on the representative view with a partial view to the Proposed Scheme would alter the view	Low	Permanent, long term	Medium	Integrated as part of the design	Moderate to minor / Beneficial	Not applicable	Moderate to minor / Beneficial
RV04: Edgware Road, junction with Church Street looking north-east	Direct effect on the representative view with a partial view to the Proposed Scheme would alter the view	Low	Permanent, long term	Medium	Integrated as part of the design	Moderate to minor / Beneficial	Not applicable	Moderate to minor / Beneficial
RV05: Edgware Road, junction with Broadley Street	Direct effect on the representative view with a partial view to the Proposed Scheme would alter the view	Low	Permanent, long term	Medium to low	Integrated as part of the design	Minor / Beneficial	Not applicable	Minor / Beneficial
RV06: Penfold Street, junction with Bell Street	Direct effect on the representative view with a partial view to the Proposed Scheme would alter the view	Low	Permanent, long term	Low	Integrated as part of the design	Minor / Beneficial	Not applicable	Minor / Beneficial
RV07: Ranston Street	Direct effect on the representative view with a limited glimpsed view to the Proposed Scheme would alter the view	Medium	Permanent, long term	Very low	Integrated as part of the design	Negligible / Neutral	Not applicable	Negligible / Neutral
RV08: Ashmill Street, junction with Ranston Street	Direct effect on the representative view with a partial view to the Proposed Scheme would alter the view	Low	Permanent, long term	Medium	Integrated as part of the design	Moderate to minor / Beneficial	Not applicable	Moderate to minor / Beneficial
RV09: Ashmill Street, junction with Lisson Grove	Direct effect on the representative view with a limited glimpsed view to the Proposed Scheme would alter the view	Low	Permanent, long term	Low	Integrated as part of the design	Negligible / Neutral	Not applicable	Negligible / Neutral
RV10: Broadley Street, junction with Lisson Grove	Direct effect on the representative view with a glimpsed view to the Proposed Scheme would alter the view	Low	Permanent, long term	Low	Integrated as part of the design	Minor / Beneficial	Not applicable	Minor / Beneficial
RV11: Lisson Grove, junction with Church Street	Direct effect on the representative view with a glimpsed view to the Proposed Scheme would alter the view	Low	Permanent, long term	Low	Integrated as part of the design	Minor / Beneficial	Not applicable	Minor / Beneficial
RV12: Salisbury Street	Direct effect on the representative view with a glimpsed view to the Proposed Scheme would alter the view	Low	Permanent, long term	Medium	Integrated as part of the design	Moderate to minor / Beneficial	Not applicable	Moderate to minor / Beneficial
RV13: Fisherton Street	Direct effect on the representative view with a glimpsed view to the Proposed Scheme would alter the view	Low	Permanent, long term	Very low	Integrated as part of the design	None	Not applicable	None
RV14: Penfold Street, junction with Frampton Street	Direct effect on the representative view with a glimpsed view to the Proposed Scheme would alter the view	Low	Permanent, long term	Medium	Integrated as part of the design	Minor / Beneficial	Not applicable	Minor / Beneficial
RV15: Hamilton Terrace	Direct effect on the representative view with a limited glimpsed view to the Proposed Scheme would alter the view	High	Permanent, long term	Very low	Integrated as part of the design	Negligible / Neutral	Not applicable	Negligible / Neutral
RV16: Edgware Road	Direct effect on the representative view with a partial view to the Proposed Scheme would alter the view	Low	Permanent, long term	Medium	Integrated as part of the design	Moderate to minor / Beneficial	Not applicable	Moderate to minor / Beneficial
RV17: Penfold Street, near Kennet House	Direct effect on the representative view with a glimpsed view to the Proposed Scheme would alter the view	Low	Permanent, long term	Medium	Integrated as part of the design	Moderate to minor / Beneficial	Not applicable	Moderate to minor / Beneficial
RV18: Broadley Street Gardens	Direct effect on the representative view with an open view to the Proposed Scheme would alter the view	Low	Permanent, long term	Medium	Integrated as part of the design	Moderate / Beneficial	Not applicable	Moderate / Beneficial
RV19: Ivor Place, junction with Park Road	Direct effect on the representative view with a limited glimpsed view to the Proposed Scheme would alter the view	Medium	Permanent, long term	Very low	Integrated as part of the design	Negligible / Neutral	Not applicable	Negligible / Neutral

9.0 CUMULATIVE EFFECTS ASSESSMENT

- 9.1 This section of the Volume assesses the potential effects of the Proposed Scheme when considered alongside other development schemes (referred to as 'cumulative developments') within the surrounding area, as listed within Chapter 7: EIA Methodology of the Main ES Volume. It identifies whether effects from several developments which individually may be insignificant could, when considered together, cause significant cumulative effects.
- 9.2 The cumulative developments were identified through a review of WCC's planning portal and have been agreed with WCC. Those relevant to the TVIA are set out within Table 9.1.
- 9.3 This assessment is based on the best available information and draws on the assessments included in the ES and Application Reports that accompany the cumulative developments applications, where available.

Table 9.1: Relevant cumulative developments to the TVIA

Name (ref)	Description
One Merchant Square (18/05018/FULL)	Redevelopment comprising the erection of a 42 storey and a 21 storey residential led mixed use buildings.
Two Merchant Square (10/09757/FULL)	Redevelopment comprising of a 17 storey office led mixed use building.
Paddington Exchange (North Wharf Gardens) Phase 2 East (13/11045/FULL & S73 – 16/12289/FULL)	Redevelopment comprising of a residential led mixed use buildings ranging between six and 20 storeys in height.
Paddington Triangle (12/07668/FULL)	Redevelopment comprising of a 21 storey office led mixed use building.
Paddington Cube (16/09050/FULL & S73 18/08240/FULL)	Redevelopment comprising of a 14 storey office led mixed use building.
1A Sheldon Square (17/05609/FULL)	Redevelopment comprising of a 20 storey hotel.
Luton Street/ Capland Street/ Bedlow Close site, NW8 (17/08619/FULL)	Redevelopment comprising of two six storey residential buildings above lower ground and a row of three storey townhouses
14 to 17 Paddington Green (16/11562/FULL)	Redevelopment comprising of a residential led mixed use buildings of up to 14 storeys in height
Paddington Green Police Station (21/02193/FULL)	Redevelopment comprising of three residential buildings ranging up to 32 storeys in height.

- 9.4 Further cumulative developments were identified in Chapter 7: EIA Methodology. The reason they are not relevant in regard to townscape and visual matters are summarised in Table 9.2.

Table 9.2: Cumulative developments not relevant to the TVIA

Name (ref)	Comment
The Landseer 38-44 Lodge Road and 36 St John's Wood Road (09/09773/FULL, 14/04393/FULL, 15/00529/FULL, S73 – 15/02673/FULL and 18/08105/FULL)	Development falls outside of study area and not visible with the identified representative views.
Crossrail Paddington Station, Eastbourne Terrace (11/05349/XRPS)	Development falls outside of study area and not visible with the identified representative views.
Lords Cricket Ground – Compton and Edrich stands Redevelopment St John's Wood	Development falls outside of study area and not visible with the identified representative views.
Road, NW8 (18/08510/FULL)	Development falls outside of study area and not visible with the identified representative views.
5 Kingdom Street (19/03673/FULL)	Development falls outside of study area and not visible with the identified representative views.

Cumulative effects during demolition and construction stage

Townscape Character Area Receptors

- 9.5 Subject to the construction programme, the construction of the Proposed Scheme could have a varying potential effect interaction with the cumulative developments set out in Table 9.1.
- 9.6 The cumulative development of Luton Street/ Capland Street/Bedlow Close site (17/08619/FULL) would influence TCA1: Lisson Grove in conjunction with the construction of the Proposed Scheme. It is considered that the majority of the physical fabric that contributes to the characteristics of the area would remain and construction of the cumulative development and the Proposed Scheme would not increase the previously identified magnitude of impact. The Proposed Scheme would continue to have a moderate and adverse effect (significant) with the construction of the cumulative developments.
- 9.7 Cumulative developments of 14 to 17 Paddington Green (16/11562/FULL) and Paddington Green Police Station (21/02193/FULL) would also affect the interaction of the construction of the Proposed Scheme with 'TCA2: A5 Corridor', increasing the magnitude of impact to medium. Through combining this magnitude of impact with the previously established sensitivity the construction stage of the Proposed Scheme would have a moderate to minor and adverse effect (not significant) with the construction of the cumulative developments.
- 9.8 The construction of the Proposed Scheme in combination with the committed developments would not change the previously identified magnitude of impact and effect TCA3: Paddington Green, TCA4: A40 Corridor and TCA5: Paddington, as set out in Table 9.3.

Table 9.3: Summary of Cumulative Construction Effects on the Townscape Character Area Receptors

Receptor	Sensitivity	Magnitude of impact	Likely Effect
TCA1: Lisson Grove	Medium	Medium	Moderate / Adverse
TCA2: A5 Corridor	Low	Low	Minor / Adverse
TCA3: Paddington Green	Medium to low	Medium	Moderate to minor / Adverse
TCA4: A40 Corridor	Low	Very Low	None
TCA5: Paddington	Low	Very Low	None

Visual Receptor's Representative Views

- 9.9 The Proposed Scheme's construction, subject to programme, would have a potential interaction with the cumulative developments in representative views 1, 3, 4, 5, 8, 9, 11, 12, 13 and 15. In some of the representative views the quantum of development which the cumulative developments represent would result in an increase in the magnitude of impact and the significance of effect for many of the representative views.
- 9.10 For a full description of the magnitude of impact and significance of effect which would be experienced in the representative viewpoints when the construction phase of the Proposed Scheme is considered in combination with the cumulative developments, please refer to Appendix E. The effects are summarised in Table 9.4.

Table 9.4: Summary of Cumulative Construction Effects on the Visual Receptor's Representative Views

RV	Location	Sensitivity	Magnitude of impact	Likely Effect
1.	Paddington Green	Medium to low	Medium	Moderate to minor / Adverse
2.	Edgware Road, junction with Boscobel Street	Low	Medium to low	Minor / Adverse
3.	Edgware Road, junction with Church Street looking south-east	Low	High	Moderate / Adverse
4.	Edgware Road, junction with Church Street looking north-east	Low	High	Moderate / Adverse
5.	Edgware Road, junction with Broadley Street	Low	Medium to low	Minor / Adverse
6.	Penfold Street, junction with Bell Street	Low	Low	Minor / Adverse

RV	Location	Sensitivity	Magnitude of impact	Likely Effect
7.	Ranston Street	Medium	Low	Minor / Adverse
8.	Ashmill Street, junction with Ranston Street	Low	Medium	Moderate to minor / Adverse
9.	Ashmill Street, junction with Lisson Grove	Low	Low	Minor / Adverse
10.	Broadley Street, junction with Lisson Grove	Low	Low	Minor / Adverse
11.	Lisson Grove, junction with Church Street	Low	Low	Minor / Adverse
12.	Salisbury Street	Low	Medium	Moderate to minor / Adverse
13.	Fisherton Street	Low	Medium to low	Moderate to minor / Adverse
14.	Penfold Street, junction with Frampton Street	Low	Medium	Moderate to minor / Adverse
15.	Hamilton Terrace	High	Low	Minor / Adverse
16.	Edgware Road	Low	High	Moderate / Adverse
17.	Penfold Street, near Kennet House	Low	Medium	Moderate to minor / Adverse
18.	Broadley Street Gardens	Low	High	Moderate / Adverse

Mitigation, Monitoring and Residual Effects

9.11 No mitigation measures are considered necessary and the residual effects of the Proposed Scheme's construction stage on both the Townscape Receptors and Visual Receptors Representative Views would remain as identified.

Cumulative effects for completed development stage

Townscape Character Area Receptors

9.12 On completion, the Proposed Scheme could have a potential effect interaction with the cumulative development of Luton Street/ Capland Street/Bedlow Close site (17/08619/FULL) and would have a limited influence on TCA1: Lisson Grove. It is considered that the majority of the physical fabric that contributes to the characteristics of the area would remain. The combination of the cumulative development and the Proposed Scheme would not increase the previously identified magnitude of impact. The Proposed Scheme would continue to have a moderate and beneficial effect (significant) with the cumulative development.

9.13 Cumulative developments of 14 to 17 Paddington Green (16/11562/FULL) and Paddington Green Police Station (21/02193/FULL) would also affect the Proposed Scheme with 'TCA2: A5 Corridor', increasing the magnitude of impact to medium. Through combining this magnitude of impact with the previously established sensitivity the operational stage of the Proposed Scheme would have a moderate to minor and beneficial effect (not significant) with the cumulative developments.

9.14 The Proposed Scheme in combination with the committed cumulative developments would not change the previously identified magnitude of impact and effect TCA3: Paddington Green, TCA4: A40 Corridor and TCA5: Paddington, as set out in Table 9.5.

Table 9.5: Summary of Cumulative Operational Effects on the Townscape Character Area Receptors

Receptor	Sensitivity	Magnitude of impact	Likely Effect
TCA1: Lisson Grove	Medium	Medium	Moderate / Beneficial
TCA2: A5 Corridor	Low	Low	Minor / Beneficial
TCA3: Paddington Green	Medium to low	Medium	Moderate to minor / Beneficial
TCA4: A40 Corridor	Low	Very Low	None

Visual Receptor's Representative Views

9.15 The cumulative developments have the potential to interact with the Proposed Scheme in in representative views 1, 2, 3, 4, 5, 13, 14, 15 and 17. This is illustrated in the AVRs provided in Appendix E. Dependent on proximity and the scale of the cumulative developments in each view, the previously identified magnitude of impact and effects have changed for some of the representative views.

9.16 For a full description of the magnitude of impact and significance of effect of the cumulative developments during the operational phase, please refer to Appendix E. The effects are summarised in Table 9.6

Table 9.6: Summary of Cumulative Operational Effects on the Visual Receptor's Representative Views

RV	Location	Sensitivity	Magnitude of impact	Likely Effect
1.	Paddington Green	Medium to low	Medium	Moderate to minor / Neutral
2.	Edgware Road, junction with Boscobel Street	Low	Medium to low	Minor / Beneficial
3.	Edgware Road, junction with Church Street looking south-east	Low	High	Moderate / Adverse
4.	Edgware Road, junction with Church Street looking north-east	Low	High	Moderate / Adverse
5.	Edgware Road, junction with Broadley Street	Low	Medium to low	Minor / Beneficial
6.	Penfold Street, junction with Bell Street	Low	Low	Minor / Beneficial
7.	Ranston Street	Medium	Very low	Negligible / Neutral
8.	Ashmill Street, junction with Ranston Street	Low	Medium	Moderate to minor / Beneficial
9.	Ashmill Street, junction with Lisson Grove	Low	Low	Minor / Neutral
10.	Broadley Street, junction with Lisson Grove	Low	Low	Minor / Beneficial
11.	Lisson Grove, junction with Church Street	Low	Low	Minor / Beneficial
12.	Salisbury Street	Low	Medium	Moderate to minor / Beneficial
13.	Fisherton Street	Low	Medium to low	Minor / Neutral
14.	Penfold Street, junction with Frampton Street	Low	Medium	Moderate to minor / Beneficial
15.	Hamilton Terrace	High	Very low	Negligible / Neutral
16.	Edgware Road	Low	Medium	Moderate to minor / Beneficial
17.	Penfold Street, near Kennet House	Low	Medium	Moderate to minor / Beneficial
18.	Broadley Street Gardens	Low	Medium	Moderate / Beneficial
19.	Ivor Place, junction with Park Road	Medium	Very low	Negligible / Neutral

Mitigation, Monitoring and Residual Effects

9.17 No mitigation measures are considered necessary and the residual effects of the Proposed Scheme's operational stage on both the Townscape Receptors and Visual Receptors Representative Views would remain as identified.

10.0 SUMMARY AND CONCLUSION

- 10.1 This Volume has been founded on a thorough study of the Application Site and its townscape setting, and through understanding these features and resources, a robust impact assessment of the Proposed Scheme has been undertaken. It has been undertaken through desktop research and field studies to identify and record the character of the townscape and understand the Application Site's visibility.
- 10.2 The townscape impact assessment effects have assessed its interaction with the existing townscape character areas (townscape receptors). Whilst the visual impact assessment has considered the effect of it on the visual amenity experienced by people (visual receptors) and how this would change through a series of representative views.
- 10.3 It has established the sensitivity of the townscape receptors and visual receptors' representative views and their capacity to accommodate the Proposed Scheme. The likely effects associated with both the construction and demolition and operational (post completion) phases of the Proposed Scheme have been identified, along with the assessment of any potential mitigation measures included to determine the significance of any residual effects.
- 10.4 The methodology for undertaking this assessment follows GLVIA3 (Ref.1).
- 10.5 Consultation has been undertaken with WCC Officers regarding the approach to the representative views used to inform the townscape and visual impact assessments.

Cumulative effects for completed development stage

Townscape Character Assessment

- 10.6 The majority of the Application Site falls within 'TCA1: Lisson Grove' and the demolition and construction of the Proposed Scheme would result in a moderate and adverse effect. A small part of the Application Site falls within 'TCA2: A5 Corridor' and its demolition and construction would have a minor and adverse effect. Partial to glimpsed views are likely to be possible from the eastern edge of 'TCA3: Paddington Green' to the Proposed Scheme's construction scaffolding and it would have an indirect minor and adverse effect. The demolition and construction of the Proposed Scheme would have no effect on TCA4: A40 Corridor and TCA5: Paddington.
- 10.7 No mitigation measures are proposed.

Visual Impact Assessment

- 10.8 The impact of the demolition and construction on the Application Site would be limited to the visibility to the associated tower cranes and scaffolding related to the Proposed Scheme. This would lead to the following effects on the representative views:
- Moderate and adverse (significant) – RV16 Edgware Road and RV18 Broadley Street Gardens.

- Moderate to minor and adverse – RV3 Edgware Road, junction with Church Street looking south-east, RV4 Edgware Road, junction with Church Street looking north-east, RV8 Ashmill Street, junction with Ranston Street, RV12 Salisbury Street, RV14 Penfold Street, junction with Frampton Street and RV17 Penfold Street, near Kennet House.
 - Minor and adverse – RV1 Paddington Green, RV2 Edgware Road, junction with Boscobel Street, RV5 Edgware Road, junction with Broadley Street, RV6 Penfold Street, junction with Bell Street, RV7 Ranston Street, RV9 Ashmill Street, junction with Lisson Grove, RV10 Broadley Street, junction with Lisson Grove, RV11 Lisson Grove, junction with Church Street, RV13 Fisherton Street, RV15 Hamilton Terrace and RV19 Ivor Place, junction with Park Road.
- 10.9 No mitigation measures are proposed.

Completed and Operational Stage

Townscape Character Assessment

- 10.10 The Proposed Scheme would have a moderate and beneficial effect on 'TCA1: Lisson Grove' and minor and beneficial effect on TCA2: A5 Corridor', due to the Proposed Scheme's perimeter blocks reinstating the historic urban structure, improving pedestrian permeability and providing improvements to Church Street and its associated market.
- 10.11 The introduction of mid-rise and taller buildings as part of the Proposed Scheme are not uncharacteristic in the particular context and it would only result in a small alteration of the character of the baseline townscape character.
- 10.12 The Proposed Scheme's A2 building is positioned within 'and it would have a local, direct, permanent, long term, low magnitude of impact. The building responds to the existing building line of Edgware Road and results in a (not significant) to the area.
- 10.13 The Proposed Scheme would have no effect on TCA4: A40 Corridor and TCA5: Paddington.
- 10.14 No mitigation measures are proposed.

Visual Impact Assessment

- 10.15 Due to the landform present to the north, east and west of the Application Site, the Proposed Scheme's ZTV would extend beyond the existing situation. The introduction of mid-rise and taller buildings is not an uncharacteristic feature of the visual receptors views within the area.
- 10.16 The variation in the Proposed Scheme's buildings façade material helps to break its perceived mass within the views; whilst the window openings and stacked balconies provide a vertical articulation and visual interest. The setbacks and varying storey heights aid in defining the top of the buildings and provide articulation.

- 10.17 This would lead to the following effects on the representative views:
- Moderate and beneficial (significant) – RV18 Broadley Street Gardens.
 - Moderate to minor and beneficial – RV3 Edgware Road, junction with Church Street looking south-east, RV4 Edgware Road, junction with Church Street looking north-east, RV8 Ashmill Street, junction with Ranston Street, RV12 Salisbury Street, RV14 Penfold Street, junction with Frampton Street, RV16 Edgware Road and RV17 Penfold Street, near Kennet House.
 - Minor and beneficial –RV2 Edgware Road, junction with Boscobel Street, RV5 Edgware Road, junction with Broadley Street, RV6 Penfold Street, junction with Bell Street, RV10 Broadley Street, junction with Lisson Grove and RV11 Lisson Grove, junction with Church Street.
 - Minor and neutral – RV1 Paddington Green.
 - Negligible and neutral – RV7 Ranston Street, RV9 Ashmill Street, junction with Lisson Grove, RV15 Hamilton Terrace and RV19 Ivor Place, junction with Park Road.
- 10.18 No mitigation measures are proposed.

Likely Significant Effects

Townscape Character Assessment

- 10.19 The Proposed Scheme would have a significant effect on TCA1: Lisson Grove.

Visual Impact Assessment

- 10.20 The construction of the Proposed Scheme would have a significant effect on the visual receptor's representative view 16 from Edgware Road. The construction and operational stages of the Proposed Scheme would have a significant effect on the visual receptor's representative view 18 from Broadley Street Gardens.

Church Street

References

References

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- Ref. 23 Landscape Institute (2019) Technical Guidance Note 6/19 Visual Representation of Development Proposals
- Ref. 24. Natural England (2014) An Approach to Landscape Character Assessment
- Ref. 25. Landscape Institute (2017) Technical Information Note 05/2017 Townscape Character Assessment
- Ref. 26. Historic England (2015) Advice Note 4: Tall Buildings

Glossary

Term	Definition
AIAs	Arboricultural Impact Assessment
AVRs	Accurate Visual Representations
TVIA	Townscape and Visual Impact Assessment
NPPF	National Planning Policy Framework
NPPG	National Planning Policy Guidance
WCC	Westminster City Council
ZTV	Zone of Theoretical Visibility

A. LEGISLATION, PLANNING POLICY AND GUIDANCE

Legislation Context

- A.1. The European Landscape Convention (ELC) (Ref.2) provides a basis for closer co-operation on landscape issues across Europe and was signed and ratified in the UK. This recognition of landscape matters raises the profile and the ELC has been set out to improve approaches to the planning, management and protection of landscapes throughout Europe.
- A.2. The ELC defines landscape as “an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors” and it includes ‘townscape’, as well as all forms of rural landscape.

National Planning Policy and Guidance

National Planning Policy Framework

- A.3. At a national level, the National Planning Policy Framework (NPPF) (Ref.4), published on 20th July 2021 and sets out the Government’s planning policies for England. Of the core objectives set out in the NPPF, the environmental objective is of relevance to this assessment. This is:

“to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.”

- A.4. Chapter 12 of the NPPF (Achieving well-designed places) in paragraph 126 states that

“the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.”

- A.5. Paragraph 130 requires planning policies to ensure quality developments, which (in summary):

“will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;

are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;

are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);

establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit; and

optimise the potential of the Application Site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks.”

- A.6. The NPPF promotes early discussions between applicants, the local planning authority and local community in Paragraph 132, whilst Paragraph 134 states that:

“Development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design”

National Planning Practice Guidance

- A.7. The NPPF is supported by the National Planning Practice Guidance (NPPG) (Ref. 5). This is intended to provide more detailed guidance regarding the implementation of national policy set out in the NPPF.

National Design Guidance

- A.8. The National Design Guidance (Ref. 6) states that “creating high quality buildings and places is fundamental to what the planning and development process should achieve”. It sets out how well-designed places that are “beautiful, enduring and successful” can be achieved. It forms part of the Government’s collection of planning practice guidance.

National Character Areas

- A.9. The Application Site falls with the National Character Area Profile ‘112 Inner London’ (Ref. 7). Key Characteristics of 112 Inner London relevant to the Application Site include (in summary):

- An extensive network of parks and open spaces, providing outdoor recreation close to people’s homes and places of work. This network, which is also a resource for wildlife, features large public parks such as Hyde Park in the west and Queen Elizabeth Olympic Park in the east; heaths and commons to the north and south; garden squares, churchyards, allotments and public open spaces; and the Thames Path National Trail.

- An extensive urban forest of small woodlands and trees in streets, parks, gardens and open spaces which bring nature into the heart of the city, provide shade and cooling, clean the air, communicate the seasons, support wildlife and provide a link to London’s previous wooded landscape.

- A network of rivers, streams, canals, lakes, reservoirs and smaller waterbodies which, together with similar features in outer London, form a strategically important network which provides transport corridors, drainage and flood management, freshwater, diverse wildlife habitats, heritage value, recreational opportunities and important views.

- A unique mix of modern architecture and built heritage features. Many important historic buildings, features and designed landscapes provide evidence of a rich heritage. Roman remains, medieval churches, historic Royal palaces, former Royal hunting grounds and World Heritage Sites at Westminster Palace, the Tower of London and Maritime Greenwich sit alongside and among modern urban development and contemporary iconic features such as the Shard, the Gherkin and the London Eye, providing views across Inner London and to neighbouring NCAs. Architectural materials are very varied and reflect a wide range of sources, from locally made bricks to further afield within the UK, such as Portland Stone from Dorset.

Regional Planning Policy and Guidance

London Plan

- A.10. The London Plan (Ref. 8) was adopted in March 2021 and provides a strategic plan which sets out an integrated economic, environmental, transport and social framework for the development of London over the next 20-25 years.

- A.11. The London Plan’s Chapter three: Design provides policies relevant to built heritage, townscape and visual matters. ‘Policy D1: London’s form, character and capacity for growth’ establishes that boroughs should undertake area assessments that define the characteristics, qualities and value of difference places. These assessments should include elements such as urban form and structure, along with views and landmarks.

- A.12. The supporting text for Policy D1 in paragraph 3.1.7 recognises that:

“As change is a fundamental characteristic of London, respecting character and accommodating change should not be seen as mutually exclusive. Understanding of the character of a place should not seek to preserve things in a static way but should ensure an appropriate balance is struck between existing fabric and any proposed change. Opportunities for change and transformation, through new building forms and typologies, should be informed by an understanding of a place’s distinctive character, recognising that not all elements of a place are special and valued.”

- A.13. Policy D3: Optimising Site Capacity through the Design-led Approach recognises that development design should in regard to ‘Quality and Character’ (in summary):

“1) respond to the existing character of a place by identifying the special and valued features and characteristics that are unique to the locality and respect, enhance and utilise the heritage assets and architectural features that contribute towards the local character; and

12) be of high quality, with architecture that pays attention to detail, and gives thorough consideration to the practicality of use, flexibility, safety and building lifespan through appropriate construction methods and the use of attractive, robust materials which weather and mature well.”

- A.14. Policy D4: Delivering good design identifies the importance of the Design and Access Statement to demonstrate that the proposal meets the design requirements of the London Plan and that the proposals should be thoroughly scrutinised by the borough planning, urban design and conservation officers.

- A.15. Policy D8: Public realm supports well designed areas that ensure that the movement function of an area and its requirements as a place reflects the individual characteristics of an area. Also, that associated buildings activate and provide natural surveillance to the public realm.

- A.16. Policy D9: Tall Buildings, is the primary policy with regard to tall buildings. It states that tall buildings should be part of a plan-led approach and that local authorities should identify in Development Plans locations where tall buildings are appropriate in principle and indicate general building heights that would be appropriate.

Church Street

A. Legislation, Planning Policy and Guidance

A.17. The policy goes onto to establish impacts that the development proposals should address. Those relevant to this assessment include (in summary):

“Visual Impact of the building within long-range, mid-range and immediate views.

The building should reinforce the spatial hierarchy of the local and wider context, aiding with legibility and wayfinding.

The building’s architectural quality and materials should be of an exemplary standard.

The building should take account of, and avoid harm to, the significance of London’s heritage assets and their settings.”

A.18. Policy HC3: Strategic and Local Views and Policy HC4: London View Management Framework, consider development proposals within both strategic and borough views. In regard to the latter, it states that Boroughs should clearly identify local views in their Local Plans and strategies.

London View Management Framework SPG

A.19. The London View Management Framework (LVMF) (Ref. 9) has been prepared to support the London Plan’s policies and provides management plans for London Panoramas, Linear Views, River Prospects and Townscape Views. It seeks to designate, protect and manage views of London and some of its major landmarks, however the Application Site does not fall within any of the 27 identified strategic views.

Shaping Neighbourhoods: Character and Context SPG

A.20. The Shaping Neighbourhoods: Character and Context SPG (Ref. 10) has also been prepared to support the London Plan (Ref. 8). It sets out an approach and process to help understand the character and context of a place to help inform the planning and design process, and guide change in a way which is responsive to individual places and locations.

London’s Natural Signatures: The London Landscape Framework

A.21. At a regional level, the London’s Natural Signatures: The London Landscape Framework (Ref. 11) has been prepared for Natural England by Alan Baxter. It aims to support and go beyond existing green space policy within the region. It splits Greater London into seven Landscape Types and 22 Natural Landscape Areas.

A.22. It recognises the Application Site and northern section of the study area as falling within the Landscape Type Clay Ridges and Natural Landscape Area of 5 Hampstead Ridge. The southern section of the study area falls within the Landscape Type Gravel Terraces and Natural Landscape Area of 10 Hayes Gravels.

Local Planning Policy and Guidance

City Plan 2019 – 2040

A.23. Local planning policy is set out within the City Plan 2019 – 2040 (Ref. 12) which was adopted in April 2021 and provides local guidance.

A.24. Policy 6 - Spatial Development Priorities: Church Street / Edgware Road and Ebury Bridge Estate Housing Renewal Areas sets out what the redevelopment of the Church Street / Edgware Road Housing Renewal Area will deliver. It recognises that the area will include innovative and high-quality design to ensure the most efficient use of land and would include tall buildings. It proposes enhancements to Church Street and the associated market’s facilities and a new north-south green route that runs along Salisbury Street along the Application Site’s eastern boundary.

A.25. Policy 38 - Design Principles states that new development will incorporate the following:

“... exemplary standards of high quality, sustainable and inclusive urban design and architecture befitting Westminster’s world-class status, environment and heritage and its diverse range of locally distinctive neighbourhoods.”

A.26. It goes onto to set out how development would positively respond to Westminster’s context (as summarised below), provided people centred design and promote sustainable development.

“1. the character and appearance of the existing area, adjacent buildings and heritage assets, the spaces around and between them and the pattern and grain of existing streets, squares, mews and passageways;

2. materials, building lines, scale, orientation, access, definition, surface treatment, height and massing;

3. the form, character and ecological value of parks, gardens and other open spaces;

4. Westminster’s waterways and waterbodies; and

5. the preservation and enhancement of the surrounding tree population.”

A.27. Under promoting excellence in contemporary design it states:

“Imaginative approaches to contemporary architecture and use of innovative modern building techniques and materials will be encouraged where they result in exemplary new buildings and public realm which incorporate the highest standards of environmental sustainability, that respect and enhance their surroundings and are integrated with and better reveal Westminster’s heritage and existing townscape.”

A.28. Policy 40 - Townscape and architecture states that new development should be sensitively designed and consider the following:

“... prevailing scale, heights, character, building lines and plot widths, materials, architectural quality and degree of uniformity in the surrounding townscape.”

A.29. It goes on to state that extensive developments should:

“... maximise opportunities to enhance the character, quality and functionality of the Application Site and its surroundings, including creating new compositions and points of interest, and high-quality new streets and spaces, linked to the surrounding townscape to maximise accessibility.”

A.30. It concludes with:

“New development affecting strategic and local views (including local views of metropolitan importance) will contribute positively to their characteristics, composition and significance and will remedy past damage to these views wherever possible.”

A.31. The supporting policy text in paragraph 40.17 that WCC will be publishing a list of views of metropolitan importance and prepare guidance on their management. Noting that other views are important at a local level.

A.32. Policy 41 - Building height recognise tall buildings as:

“... defined as buildings of twice the prevailing context height or higher or those which will result in a significant change to the skyline.”

A.33. It provides a requirement for tall buildings, which states in summary:

“1. be proportionate to the role, function and importance of the location in terms of height, scale, massing and form

2. achieve exceptional architectural quality and innovative and sustainable building design from all viewpoints and directions

3. create an attractive and legible streetscape that takes account of the use of the public realm for a variety of uses and includes active uses at ground floor level

4. enhance the character and distinctiveness of an area without negatively affecting valued townscapes and landscapes, or detracting from important landmarks, heritage assets, key views and other historic skylines and their settings”

A.34. Policy 42 - Building height in the housing renewal areas recognises that what is considered an appropriate height must be balanced against the wider public benefits the scheme is able to provide. It notes that taller buildings would be appropriate along the main east-west route of Church Street where they contribute to the creation of a place with a strong and enhanced character.

A.35. Policy 43 – Public realm states that new development should:

“... contribute to a well-designed, clutter-free public realm with use of high quality and durable materials capable of easy maintenance and cleaning, and the integration of high-quality soft landscaping as part of the streetscape design.”

Design Matters in Westminster

A.36. Design Matters in Westminster (Ref. 13) was prepared in 2001 to support the superseded Unitary Development Plan. It defines WCC’s expectations for new buildings, as ‘positive and enduring additions’ to the borough. It considers such factors as local distinctiveness, building function and expression and materiality.

City Plan 2019 – 2040 Views Background Paper

A.37. WCC’s City Plan 2019 – 2040 (Ref. 12) Policy 40. Townscape Architecture recognises that the council will publish a list of Local views of Metropolitan Importance. Appendix 2 of the June 2019 Views Background Paper (Ref. 14) sets out a draft list of Local views of

Church Street Masterplan

- A.38. The Church Street Masterplan (Ref. 15) was produced in 2017 in parallel with WCC's City Plan 2019 – 2040 (Ref. 12). It was prepared to ensure that there is an up to date planning policy context for the delivery of WCC's aspirations for the area and to help to determine future planning applications in the Church Street area. It sets out suggests heights for the Application Site and key design principles.

Lisson Grove Conservation Area Audit

- A.39. Lisson Grove Conservation Area Audit (Ref. 16) was published in 2003 and establishes five local views towards landmark buildings, listed buildings and groups of buildings of architectural merit. The view of the cottages along Ranston Street is orientated away from the Application Site. A view has, however, been consider towards the Application Site which takes in the cottages and has been tested within representative view 7.

Paddington Green Conservation Area Audit

- A.40. Paddington Green Conservation Area Audit (Ref. 17) was published in 2003 and identifies several local views associated with the areas of open space and to St Mary's Church and St Mary's Terrace. One of the views from the green to the former Children's Hospital is orientated towards the Application Site. It is considered that the West End Green development would screen views to the Proposed Scheme from the viewpoint within the green and a similar view from the south-west of Church Street has been tested within representative view 1.

Fisherton Street Estate Conservation Area Audit

- A.41. Fisherton Street Estate Conservation Area Audit (Ref. 18) was published in 2004 and sets out numerous important local views. The view along Fisherton Street is orientated towards the Application Site and has been tested within representative view 13.

St John's Conservation Area Audit

- A.42. St John's Conservation Area Audit (Ref. 19) was published in 2008 and sets out important local views. Views north / south along the wide, tree-lined boulevard of Hamilton Terrace have been identified as local views and the view looking south is orientated towards the Application Site and tested within representative view 15.

Regent's Park and Primrose Hill Conservation Management Plan

- A.43. Regent's Park and Primrose Hill Conservation Management Plan (Ref. 20) was prepared by the Royal Parks and updated in 2014. The supporting Figure 16 establishes Key Historic and Modern Views within Regent's Park and Primrose Hill, none of which are orientated towards or take in the Application Site.

Maida Vale Conservation Area Directory

- A.44. Maida Vale Conservation Area Directory (Ref. 21) was published in 1994. The document refers to strategic views within its contents page, but these were not accessible on the online document in August 2021.

Dorset Square Conservation Area Audit & Management Plan

- A.45. Dorset Square Conservation Area Audit and Management Plan (Ref. 22) was published in 2008. The document refers to strategic views within its contents page, but these were not accessible on the online document in August 2021. The supporting Figure 91 establishes Local Views and Landmark Buildings. Views from the east to the west along Ivor Place is orientated towards the Application Site and tested within representative view 19.

Guidance**GLVIA3**

- A.46. The GLVIA3 (Ref. 1) was written in collaboration between the Landscape Institute and the Institute of Environmental Management and Assessment (IEMA) and was published in April 2013. It provides detailed advice on the process of assessing the townscape and visual effects of developments and their significance.

Landscape Institute: Technical Guidance Note 06/2019 Visual Representation of Development Proposals

- A.47. In support of the GLVIA the Landscape Institute have prepared the 'Technical Guidance Note 6/19 Visual Representation of Development Proposals' (Ref. 23) which provides guidance on the type of visualisations that are appropriate to the circumstances that are going to be used and the appropriate techniques to capture site photography and prepare visualisations.

An Approach to Landscape Character Assessment

- A.48. Natural England published 'An Approach to Landscape Character Assessment' (Ref.24) in October 2014. It provides guidance on preparing character assessments and establishes approaches to desk-top and field studies. It recognises the importance of capturing the combination of elements that make a particular contribution to creating a distinctive character.

Landscape Institute: Technical Information Note 05/2017 Townscape Character Assessment

- A.49. The 'Technical Information Note 05/2017 Townscape Character Assessment' (Ref.25) has been prepared to explain how the principles and general approach of a landscape character assessment can be applied to townscape character assessments.

Historic England Advice Note 4: Tall Buildings

- A.50. Historic England Advice Note 4: Tall Buildings (Ref.26) has been prepared to support proposals for tall buildings within the parameters of the historic environment legislation, the relevant policies in the NPPF and the NPPG. It recommends planning applications for tall buildings should include accurate and realistic representations of the proposal, and consideration of the character of surrounding areas and of the impact on significant views, townscape and public realm.

Church Street

B. Consultation email 12/08/21

From: Barber, Andrew: WCC [<mailto:abarber@westminster.gov.uk>]
Sent: 12 August 2021 15:34
To: Abigail Heraty <abigail.heraty@savills.com>; Jake Ash <jake.ash@savills.com>
Cc: Alice Kennedy <AKennedy@savills.com>; Julian Carter <JuCarter@savills.com>; Parker, Harry <harry.parker1@aecom.com>; Barrett, Nathan: WCC <nbarrett@westminster.gov.uk>
Subject: RE: Church Street Pre-App (Townscape, Elevations, Library & Retail Canopies)

EXTERNAL EMAIL: Be cautious when opening attachments or clicking links

Hi Abi,

Thanks for your patience in awaiting my response to this.

The viewpoints set out in your document dated 12th July 2021 are agreed to be appropriate, but I believe some more may be necessary. Judging this adequately however is difficult before a Zone of Theoretical Visibility (ZTV) assessment has been carried out, which would pinpoint the positions from which further views assessments should then be pursued. This is particularly useful for pinpointing those potentially unexpected locations which in a townscape as varied and extensive as this is an inherent risk.

Regarding the views proposed already, I have the following comments:

1. Paddington Green – this would benefit from refinement based on modelling and may prove better to shift back (south-westwards) slightly to the point where the pedestrian footpath joins the road around the Green, so that some of the CA's verdant characteristics can be incorporated in the view – from here the site is clearly visible as a backdrop to the view out of the CA.
2. Edgware Road (north) – this may benefit from being accompanied by a secondary position between it and view 3.

I would at this stage also highlight three additional closer viewpoints at the edge of the application site boundary, as follows:

- Penfold Street – two additional closer views (one from the north-west, one from the south-east) from just outside the redline (closer versions of views 6 and 14). The view from the south-east may in fact be reasonable to position just inside of Broadley St Gardens, to show the interaction between street, buildings and park.
- Church Street – one additional closer view from just E of junction with Salisbury Street (closer version of view 11), and one from the junction with Venables Street.

More long-distance views may be proven to be necessary as a result of ZTV work. I would highlight as I have before the southwards views from elevated positions within St John's Wood – on Hamilton Terrace for example, Kennet House is already clearly visible. There is also perhaps some chance of visibility from Ivor Place within the Dorset Square Conservation Area (from where the Hall Place Towers are already visible from some positions).

Finally, it is noted that, due to the hybrid nature of the application, how Sites B and C are represented in views will not be possible to be fully resolved in appearance or even massing. For this reason views should show a worst-case scenario based on the upper-limit massing principles expressed in your proposed Design Code. This work may indeed prove helpful for your final refinements to the proposed Design Code, and this should be explained in your submission.

I trust this is helpful.

Best wishes,

Andrew

Andrew Barber

Principal Design, Conservation & Sustainability Officer

Place Shaping and Town Planning
Westminster City Hall, 64 Victoria Street, London, SW1E 6QP

Post to:
WCC, Place Shaping and Town Planning, PO Box 732, Redhill, RH1 9FL

T: 07866 037397

westminster.gov.uk/planning



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Any views or opinions expressed in this email are those of the sender, and whilst given in good faith, do not necessarily represent a formal decision of the Local Planning Authority unless a statutory application is or has been made and determined in accordance with requisite procedures, planning policies and having had regard to material considerations.

C. TVIA ASSESSMENT METHODOLOGY

Determination of Baseline Conditions

C.1. Preliminary desk studies were undertaken to establish the physical components of the public realm, building form and mass, vegetation, topography and land use of the Application Site and its surroundings to inform the townscape receptors assessment. Ordnance Survey (OS) maps were utilised to identify these features, supplemented by aerial photography.

C.2. Field studies were undertaken by urban design specialists from Neaves Urbanism in May and July 2021. Features of the Application Site and its surrounding area were identified along with the visual receptors established in the desk study. The field studies also involved travelling throughout the study area and producing a photographic record.

Baseline Townscape Assessment

C.3. The baseline assessment of townscape receptors effects included a mixture of desk study and field work to identify and record the character of the townscape. This included a summary of associated elements, features and aesthetic and perceptual factors which contribute to the townscape. Once these factors were established the townscape receptors and their associated key characteristics were identified.

C.4. An understanding of distinct character areas which share common features and characteristics was gained through providing a concise description of the existing townscape situation (such as land form, land use, movement and urban grain). These areas all have recognisable patterns of elements, which together created the particular sense of place for the Application Site and the surrounding townscape.

C.5. The value attached to these townscape receptors was then considered and assessed using the criteria set out in Table C.1. This is based on and accounts for whether the area in question is covered by a townscape designation at a national, regional or local level. Good practice guidance states that undesignated landscapes and townscapes do, under certain circumstances, have value and should be judged drawing upon the following list:

- Landscape, or townscape, quality and scenic quality;
- Rarity and representativeness – presence of a rare or important element or feature;
- Conservation interest – presence of wildlife, earth science or archaeology or historical and cultural interest;
- Recreational value;
- Perceptual aspects – notably wildness and/or tranquillity; and
- Associations - with people or events that contribute to perceptions of natural beauty.

Table C.1: Townscape Character Value

Value	Typical Criteria	Typical Scale of Importance/Rarity	Typical Examples
Exceptional	A townscape in excellent condition; of high importance, rarity and high scenic quality. No potential for substitution	International,	World Heritage Site.
High	A townscape in very good condition; of high importance with good scenic quality and rarity. Limited potential for substitution	National, Regional, Local	National Park, Area of Outstanding Natural Beauty (AONB), and/or typically an area containing Conservation Areas, a high proportion of listed buildings, and/or listed buildings, Registered Parks and Gardens.
Medium	A townscape in generally good condition; with moderate importance and scenic quality. Limited potential for substitution.	Regional, Local	Undesignated areas but value perhaps expressed through non-official publications and/or demonstrable use and/or local listing.
Low	A townscape in poor condition or with low scenic quality and importance. Considerable potential for substitution.	Local	Areas identified as having some redeeming feature or features and possibly identified for improvement.
Poor	A degraded townscape in poor condition and no scenic quality and low importance	Local	Areas identified for recovery.

Baseline Visual Assessment

C.6. The baseline assessment of visual effects established the area in which the Application Site and the Development may be visible; the different groups of people who may experience the views of the Development; and the areas where views can or are likely to be possible; and the nature of these views. These factors interrelate, but for the purpose of the assessment are dealt with in that order.

C.7. To inform the visual assessment the broad ZTV was identified verbally in the assessment using both a desktop study of mapping information and fieldwork to interpret views to the Application Site. Within this ZTV the groups of people who were likely to experience views to the Application Site were identified along with their associated viewing points, or features, have been referred to within the assessment as visual receptors (such as residential properties, employment areas, public highways,

public rights of way, areas of open space and formally identified viewpoints).

C.8. To support the visual assessment 19 representative views were identified and tested to inform the evolution of the Proposed Scheme. The following criteria was used to inform the selection of the representative views:

- Public viewpoints;
- Public highways;
- Townscape or transport nodes;
- Heritage features;
- Open spaces;
- Where the Development might be prominent, or visible from concentrations of residential properties;
- Places where people work; and
- Any other sensitive receptors.

C.9. The locations of the representative views were provided to WCC for consideration in the scoping report submitted in June 2021 and consultation was undertaken between July 2021 and August 2021 as discussed in Table 3.1.

C.10. The evaluation of the identified representative viewpoints took into account the following characteristics:

- Type and relative numbers of people, and their occupation or activity;
- Location, nature and characteristics;
- Nature, composition and characteristics of the views (including direction); and
- Elements which may interrupt, filter or otherwise influence the views.

C.11. The distance from the Application Site was also considered within the following definitions: adjacent; short being 1-to 300 metres; medium being 300 metres to 750 metres; and long being 750 metres plus. Aspects of this evaluation are discussed below and informed the 'susceptibility of the visual receptor to change', when the predicted significant impacts were considered.

Extent and Proportion of Visibility

The extent of visibility of the Application Site from the identified visual receptor representative viewpoints was considered in light of the following criteria which identified the proportion of the Application Site visible from each viewpoint:

- No View - The Application Site is not visible (or difficult to perceive).
- Glimpse - The Application Site, or Proposed Scheme, has an obscured (e.g. by intervening vegetation or built form) view or distant view of part of the context in the wider view.
- Partial - A clear view of part of the Application Site or Proposed Scheme; a partial view of most of it; or a distant view in which it forms a major proportion of a wider view.
- Open - A panoramic view of most of the Application Site or Proposed Scheme, occupying most of the field of vision.

Value Attached to the View

- C.13. The value attached to the visual receptor representative views was based upon the criteria set out in Table C.2. This took into account:
- Existing recognition of the value of the view (through identification under a designated heritage asset, or through planning policy); and
 - Indicators of the value attached to views by visitors (through identification in guidebooks or on tourist maps, and reference in literature and art).

Table C.2: Value of the Visual Receptor’s Representative View

Value	Criteria
Exceptional	The view from the representative viewpoint is: highly exceptional nature, identified with a designated heritage asset, or a planning policy designation; and/or mentioned in a number of guidebooks or on tourist maps; and/or referenced in art and literature.
High	Where the views have a generally high scenic value. The view may be within, from or towards a designated heritage asset, or a planning policy designation; and/or mentioned in a number of guidebooks or on tourist maps; and/or referenced in art and literature but there may be some incongruous features or elements within in the view.
Medium	The view from the representative viewpoint has a view of scenic value, with moderate local importance and scenic quality: it is typically identified to a heritage asset; and/ or of local visual amenity importance. Limited potential for substitution of some elements within the view
Low	The view from the representative viewpoint is not related to designated, or non-designated, heritage asset, or a planning designation; and/or mentioned in a guidebooks or on tourist maps; and/or referenced in art and literature; and/or of little visual amenity importance. Considerable potential for substitution of some elements in the view.
Poor	A degraded townscape in poor condition and no scenic quality and low importance

Identifying Likely Significant Effects

- C.14. The interactions between the existing townscape receptors and the visual receptors representative views identified at the baseline assessment and the components of the Proposed Scheme at various different development phases were considered at this stage of the assessment. The methodology for determining the effects of the ‘demolition and construction effects’ and the ‘operational effects’ were broadly the same and any differences are identified in the report.
- C.15. The visual impact assessment was been informed by a series of AVRs that have been prepared for each of the visual receptors’ representative views, set out in Appendix E. The AVRs have been prepared through overlaying photographs from the representative viewpoints with a 3D model of the Proposed Scheme and the methodology for producing the AVRs is set out in Appendix F.

Sensitivity of Receptor

- C.16. In order to identify the sensitivity of the townscape receptors and visual receptors representative views to the Proposed Scheme, the following factors were considered:
- Value (as set out in Tables C.1 and C.2); and
 - Susceptibility to change (as set out in Tables C.3 and C.4).

Table C.3: Townscape Receptor Susceptibility to Change to the Proposed Scheme

Susceptibility to change	Criteria
High	An area possessing particularly distinctive townscape elements, characteristics or sense of place, and few townscape detractors. A townscape with limited tolerance to change of the type proposed. Or where the Proposed Scheme would be in direct conflict with specific townscape management or planning policies.
Medium	An area with some distinctive townscape elements, characteristics, or clearly defined sense of place, but with some townscape detractors. A townscape which is partially tolerant to change of the type proposed.
Low	An area with recognisable townscape character, but few distinctive townscape elements, characteristics, and some, or a number of townscape detractors. The townscape is tolerant of some change of the type proposed. Or

Table C.4: Visual Receptor Representative Views Susceptibility to Change to the Proposed Scheme

Susceptibility to change	Criteria
High	<p>People engaged in outdoor recreation activity such as using public rights of way whose attention is likely to be focused on the landscape/townscape or on particular views.</p> <p>Visitors to heritage assets or visitor attractions where views of the landscape/townscape or surroundings are an important part of the experience.</p> <p>Residents at home or using their gardens, or where views contribute to the townscape setting of a residential area.</p>

Susceptibility to change	Criteria
Medium	People visiting retail outlets or other destinations as a leisure activity, or at a place of work, where the views to the landscape or surroundings are part of the experience OR where the receptor, normally categorised as High is located in an area of poor scenic value where the views to the surrounding area are unlikely to be the main focus of attention (e.g. walking routes to work).
Low	People engaged in outdoor sport or recreation that does not depend on an appreciation of the view. People travelling by road or rail (unless the route is specifically identified for its views). People at work or in a workplace or a place of education where the views to the landscape or surroundings are not important.

- C.17. The matrix shown in Table C.5 broadly demonstrates how sensitivity had been determined through combining the Townscape Receptor’s and Visual Receptor Representative View’s value with their susceptibility to change. It is important to note that this is a quantitative approach, which GLVIA3 strives to avoid, so was linked back to evidence gathered at the baseline stage. GLVIA3 states that “*there should be more emphasis on narrative text describing the landscape and visual effects and the judgements made about their significance*” and that “*Tables and matrices should be used to support and summarise description text, not replace it*”.

Table C.5: Sensitivity of Townscape Receptors and Visual Receptor Representative Views

Susceptibility to Change	Value				
	Exceptional	High	Medium	Low	Poor
High	High	High	High to/or medium	Medium	Medium to/or low
Medium	High to/or medium	High to/or medium	Medium	Medium to/or low	Low

- C.18. The predicted effects was a straight comparison between the existing situation and that occurring at prescribed fixed stages in the future. The effect of the Proposed Scheme varied depending on time (i.e. demolition/ construction through to operational stage) with the appearance and effect of the Proposed Scheme changing with time:
- Demolition and Construction impacts, which included Site clearance, change in land use with effects created by the construction works and the absence of long term mitigation measures; and
 - Completed and Operational impacts, which included the effects from the first year of operation of the Proposed Scheme.

Magnitude of Impact

C.19. The magnitude of impact considered the size and scale of the Proposed Scheme, along with the geographical extent of the area influenced and its duration.

- Size and scale was described within the assessment as the loss and addition of features being high, medium, low, or negligible/none. This related to the loss or addition of particular elements; the degree to which aesthetic or perceptual aspects of the townscape were altered; and the change to the key characteristics.
- Geographical extent is the area over which the impact would be felt and ranges from Site level, to character area, and onto a larger scale;
- Duration, for the purpose of the assessment related to temporary (during construction) and permanent (once the Proposed Scheme is complete);
- Nature of effect (whether direct or indirect, reversible or permanent); and
- Whether the effect occurs in isolation, is cumulative or interactive.

It is anticipated that construction of the Proposed Scheme will be undertaken between 2022 and 2035.

The overall magnitude of impact of the Proposed Scheme on the identified townscape receptors and visual receptor representative views was defined as either being high, medium, low, negligible or none and the criteria are set out in Table C.6.

Table C.6: Magnitude of Impact Criteria

Magnitude of Impact Criteria	Definition
High	<p>Where the Proposed Scheme (or works to facilitate them) would result in the total loss or major alteration of the elements that make up the character of the baseline townscape or make up the view from a particular location.</p> <p>Where the introduction of elements are considered to be wholly uncharacteristic in the particular setting and/or context.</p> <p>Where the effects of the Proposed Scheme would be experienced over a large scale and/or townscape type/ character area or would be visible over a large scale and / or at close range.</p> <p>Loss of or major alteration to key elements / features / characteristics of the baseline. The duration of this effect may be permanent and non-reversible.</p>

Magnitude of Impact Criteria	Definition
Medium	<p>Where the Proposed Scheme (or works to facilitate them) would result in the partial loss or alteration of one or more of the key elements that make up the character of the baseline townscape or make up the view from a particular location.</p> <p>Where the introduction of new features may be prominent but not necessarily wholly uncharacteristic in the particular context.</p> <p>Where the effects of the proposals would be largely experienced within the townscape type/character area within which they will sit.</p> <p>Where the effects of the Proposed Scheme would be largely seen from further afield or as only part of a view.</p> <p>Partial loss of or alteration to one or more key elements / features / characteristics of the baseline. The duration of this effect may be semi-permanent and partially reversible.</p>
Low	<p>Where the Proposed Scheme (or works to facilitate them) would result in minor loss or alteration of one or more of the key elements that make up the character of the baseline townscape or make up the view from a particular location.</p> <p>Where the introduction of elements would not generally be considered uncharacteristic in the particular setting and/or context.</p> <p>Where the Proposed Scheme occur within other character areas or types and their introduction by virtue of distance will have limited or no effect on the baseline character area or view.</p> <p>Minor loss of or alteration to one or more key elements / features / characteristics of the baseline. The duration of this effect may be temporary and reversible.</p>
Very Low / None	<p>Where the Proposed Scheme (or works to facilitate it) would result in a very minor loss or alteration of one or more of the key elements that make up the character of the baseline townscape or view from a particular location.</p> <p>The introduction of elements that may not be uncharacteristic in the particular context</p> <p>Where the proposal occurs within other character areas or types and their introduction by virtue of distance will have limited or no effect on the baseline character area.</p> <p>Where the effects of the Proposed Scheme would only be seen from a distance and be imperceptible within the context of the wider view.</p>

Assessing Significance

C.22. Effects were also assessed in relation to their duration and spatial scale using the following criteria:

- Duration - ‘short-term’ effects were considered to be up to 6 years and ‘medium-term’ effects were considered to be between 6 and 12 years, such effects are considered to be associated with the Demolition and Construction impacts and ‘long-term’ effects of 13 years plus were those associated with the Completed and Operational development.
- Spatial scale - ‘Local’ effects were those affecting neighbouring receptors of the Proposed Scheme, whilst effects upon receptors within City of Westminster were considered to be at a ‘Borough’ level. ‘Regional’ effects were those affecting Greater London. Effects upon different parts of the country, or England as a whole, would be considered to be ‘National’.

C.23. The matrix shown in Table C.7 provides a guide on how the magnitude of impact and sensitivity of the townscape receptors and visual receptor representative views were combined to determine the ranging significance of effect. In order to appreciate the effect of the Proposed Scheme on the identified townscape receptors and visual receptor representative views during the recognised stages, a supporting narrative was provided to ensure that the resultant effects were clearly understood within the assessment.

Table C.7: Townscape Character and Representative Viewpoint Significance of Effect Matrix

Sensitivity	Magnitude of Potential Effect			
	High	Medium	Low	Very Low and/or None
High	Major	Major to/or Moderate	Moderate	Minor or Negligible or None
Medium	Major and/or Moderate	Moderate	Moderate to/ or Minor	Minor or Negligible

C.24. This corresponded to the extent to which the Proposed Scheme improved and has a beneficial effect, caused damage and had an adverse effect or had a neutral effect on the existing townscape receptors and visual receptor representative views. Neutral effects are those where the effect would be neither beneficial nor adverse or a balance of beneficial and adverse influences.

- C.25. These judgements take into account whether the Proposed Scheme:
- conforms with the pattern, scale, mass, grain and historic features of the identified townscape character;
 - creates a loss or restoration of key townscape features;
 - contributes to the identified townscape character;
 - affects identified townscape receptors and representative viewpoints; and
 - accords with national, regional and local planning policy and guidelines.

C.26. The applied is set out in Table C.8 for assessing the type of effect.

Table C.8: Type of Effects

Beneficial criteria – where the Proposed Scheme:
Fits comfortably within the characteristics of the townscape or visual receptor's view.
Increases characteristic features or enhances the contribution to the wider context.
Improves the view or an element within the visual receptor's view.
Does not result in an incongruous feature within the prevailing pattern of townscape.
Does not obstruct views towards a high quality or scenic townscape.
Does not obstruct views or detracts from the visual amenity of a view towards a heritage asset.
Provides ability to include adequate or appropriate mitigation.
Complements local/national planning policies or guidance to protect townscape character or visual amenity or specific views.
Adverse Criteria – Where the Proposed Scheme:
Results in a change that is out of scale with surrounding townscape / landform and/or pattern of the townscape.
Results in a loss of positive townscape feature or characteristics, including within a particular visual receptor's view.
Results in incongruous features within the prevailing pattern of townscape.
Obstructs a view towards a high quality or scenic townscape.
Obstructs views or detracts from the visual amenity of a view towards a heritage asset.
Lacks ability to include adequate or appropriate mitigation.
Conflicts with local/national planning policies or guidance to protect /manage townscape character or visual amenity or specific views.
Neutral Criteria – Where the Proposed Scheme:
Where the change (whatever the magnitude of impact) resulting from the proposals will have an indiscernible effect on the character or characteristics of an area.
Where the change would be imperceptible within the context of the view, due to distance or screening of built form or vegetation.
Where any change will see one or more elements replaced with another of similar form/extent so as to result in an effect to the character or view that on balance is neither positive or negative.
Where the proposal has an equal balance of positive or negative influences on the character or view.

C.27. The significance of effect on townscape and representative viewpoints is determined by considering their sensitivity with the likely magnitude of impact of the Proposed Scheme. It is considered that 'major' to 'moderate' scale of effects are significant and 'minor to moderate', 'minor' to 'negligible' scale of effects are not significant. Effects that were assessed to be not significant were still considered within the TVIA.

Cumulative Assessment

C.28. The inter-project cumulative townscape and visual effects of the Proposed Scheme with identified committed schemes within the study area for the townscape character assessment and a 1km radius of the Application Site for the visual assessment, set out in Table 9.1 were also assessed.

C.29. The assessment of cumulative construction effects has considered the worst-case scenario i.e. that the construction of the cumulative developments and the Proposed Scheme occur at the same time.

- The assessment of cumulative operational effects did not seek to re-assess aspects of design quality of the cumulative developments. Instead it focussed on the effects relating to matters such as scale, mass and the magnitude of the combined cumulative change on the townscape receptor and visual receptor's representative views.
- Cumulative effects have not been established where the Proposed Scheme is completing screened by the implementation of the cumulative developments or continues to have no effect on the identified receptor.

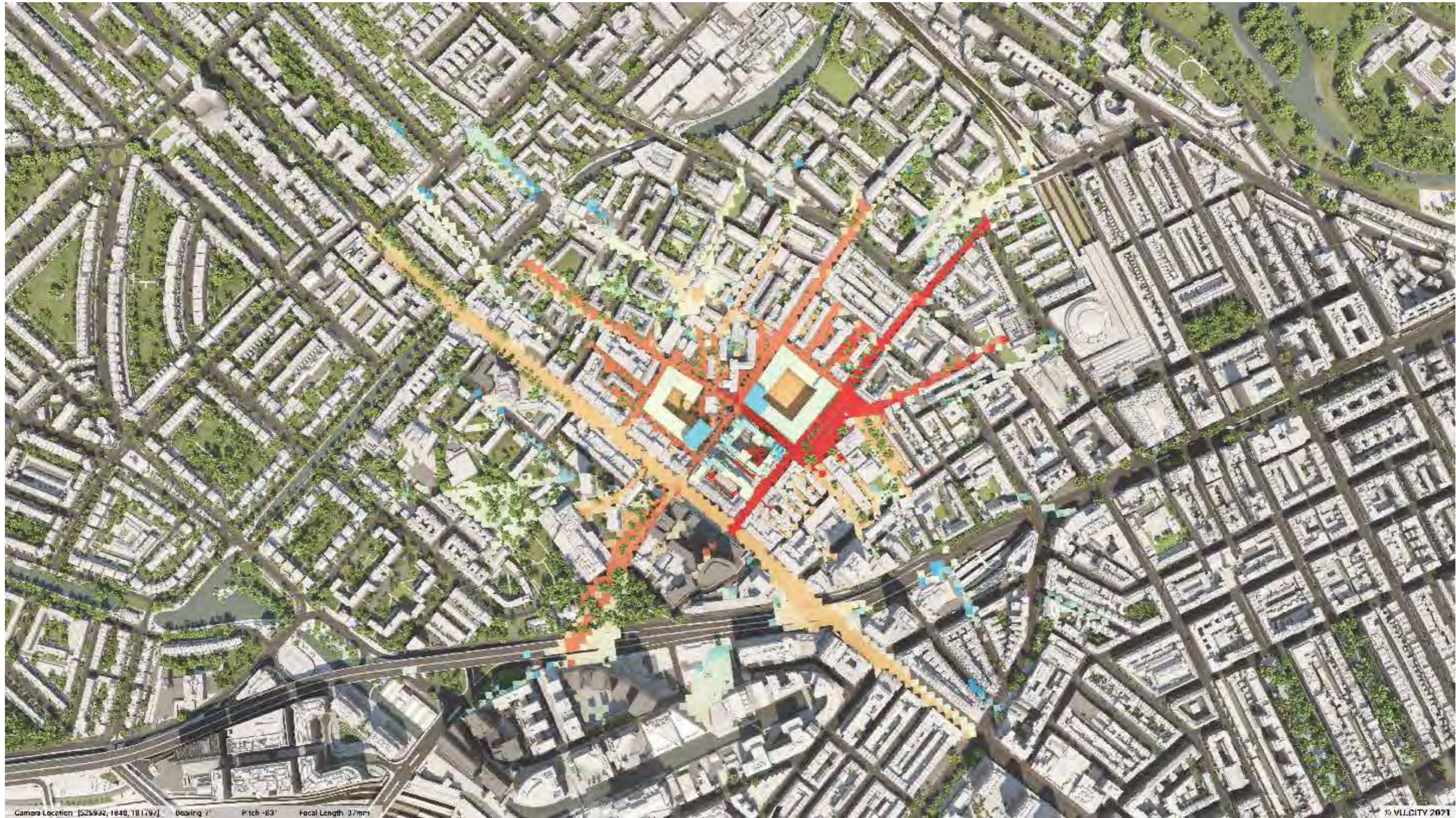
VU.City Model Shot Showing Zone of Theoretical Visibility (500m)



Church Street

D. Proposed Zone of Theoretical Visibility

VU.City Model Shot Showing Zone of Theoretical Visibility (1000m)



VU.City Model Shot Showing Zone of Theoretical Visibility (2000m)



E. REPRESENTATIVE VIEW ASSESSMENT

Introduction

- E.1. A number of representative views have been identified to recognise and assess the likely effects of the Development on the established visual receptors, as shown in Figure 4.5. These have been agreed as part of the scoping process and pre-application discussions with officers at WCC.
- E.2. In identifying the representative views, consideration has been given to view-associated planning policy of the London Plan and WCC City Plan.
- E.3. An AVR has been prepared by Hayes Davidson for each of these representative views and the associated methodology for how these are produced is provided in Appendix F, which should be read in conjunction with this Appendix and the wider volume.
- E.4. The AVRs provide two-dimensional representations of a complex scenic experience and as such are indicative. They have, however, been selected to give an impression of the maximum effect of the Proposed Scheme in the viewing experience. These views are kinetic and variable in nature when experienced within the townscape.
- E.5. The imagery is no substitute for the actual visual experience from a representative view. It is essential when considering these views that the individual is aware of the viewing experience at each location and of traffic noise, weather, the surrounding buildings and any other similar matters. It is therefore recommended that this document is taken on Site to fully appreciate the nature of the viewing experience in each representative view location.
- E.6. The rationale behind why some AVRs are fully rendered and some are wireline is based on the distance from the Application Site; the identified sensitivity of the view; and, whether the inter-visibility between the Application Site and the viewpoint is prevented by built form or vegetation. The Proposed Scheme Site A is shown as a green wireline, Site B is a blue wireline and Site C is magenta wireline.
- E.7. Where the buildings fall behind built form, or significant vegetation, the Proposed Scheme's mass has been shown with a dash demonstrating that it is unlikely to be seen within the view.
- E.8. In determining the effects of the Proposed Scheme, a judgement is made regarding the design quality of the completed scheme. This is informed by the AVRs and the supporting planning application information.
- E.9. The cumulative developments, set out in Table 9.1, are shown as orange wirelines within the AVRs. When more than one cumulative development is visible in a view, they are described in the order in which they present from left to right.

RV 1. Paddington Green - Baseline



Representative View 1: Paddington Green

Baseline Conditions

- E.10. Taken from the north-west corner of Paddington Green, this representative viewpoint is situated approximately 200 metres west of the Application Site and illustrates the varied townscape character, architectural design and façade material present to the east. The view looks east towards the Application Site and falls adjacent to Paddington Green Conservation Area.
- E.11. Paddington Green in the foreground and Church Street in the mid-distance both create a linear view eastward that leads the eye. On the north-east (left) side of the road is Westminster College and beyond this building a glimpsed view can be gained to Hall Tower and the trees that mark the open space that surrounds it.
- E.12. To the south-east (right) of the road are the iron railings of the urban park of Paddington Green. The associated mature trees of the green create a filtered view to the red-brick Mary Adelaide House apartment block (a grade II listed building of the former Children's Hospital) and yellow-brick three storey terraced Winicotte House residential properties. Alongside Winicotte House is the high-rise apartment block of the West End Gate development which was under construction at the time of undertaking the assessment.
- E.13. A glimpsed view can be gained to the Application Site's low-rise building that marks the junction of Church Street and Edgware Road. It is considered that further buildings associated with these routes, including Kennet House, would be visible in the winter when the trees associated with Hall Tower are not in leaf.
- E.14. A nearby view from the green to Mary Adelaide House is recognised within the Paddington Green Conservation Area Audit (Ref. 17) as a good local view. The representative view is influenced by the vehicles using the nearby Harrow Road (A40) and has a medium value as it is across a townscape of moderate scenic quality and with potential for substitution for some elements within it.

Assessment of Effects

- E.15. The representative view would have a low susceptibility to change as it is experienced by people travelling by road or on the pavement that do not depend on an appreciation of the view. Through combining the identified value and the susceptibility to change the visual receptor's experiencing the view would have a medium to low sensitivity to the Proposed Scheme. The approach to determining the view's 'susceptibility to change' and 'sensitivity' is set out in the supporting methodology in Appendix C.

Church Street

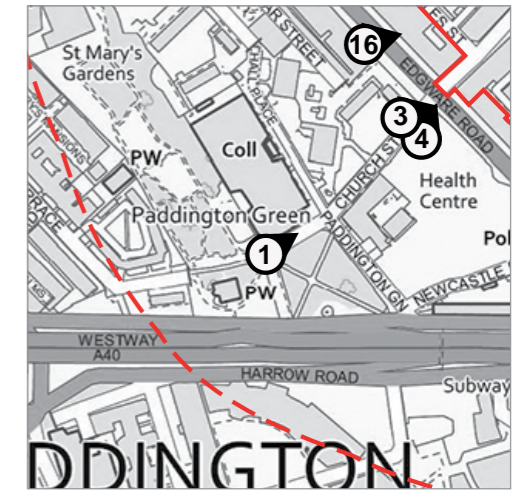
E. Representative View Assessment

RV 1. Paddington Green - Proposed



View description

Location: Paddington Green
National Grid reference: 526729.026E 181769.324N
AOD height of viewing position: 32.365m



Photography details

Height of camera: 1.6m
Date of photograph: 25/08/2021
Time of photograph: 13:56hrs
Lens: 32mm Digital



RV 1. Paddington Green - Cumulative



Effects during Demolition and Construction Stage

E.16. The tower cranes and scaffolding associated with the construction of the Proposed Scheme's Sites A and C would be glimpsed in the background of the view and have a low magnitude of impact, in the short to medium term. Through combining this magnitude of impact with the previously established low sensitivity the demolition and construction stage of the Proposed Scheme would have a likely local, temporary, direct, minor and adverse effect (not significant).

Effects during Completed and Operational Stage

E.17. The upper floors of the Proposed Scheme's A2 and C1, along with building A1 to a limited extent would punctuate the background of the view, behind the West End Gate residential development. The buildings would be read in conjunction with the existing built form.

E.18. Overall, the Proposed Scheme would have a very low magnitude of impact. Therefore, through combining this magnitude of impact with the low sensitivity, the Proposed Scheme would have a likely local, permanent, direct, minor and neutral effect (not significant) on the representative view.

Cumulative Effects during Demolition and Construction Stage

E.19. The construction of the Proposed Scheme would, subject to programming and phasing, be read in conjunction with the tower cranes and scaffolding associated 14 to 17 Paddington Green (16/11562/FULL) cumulative development. The Proposed Scheme would, when read in conjunction with this cumulative development have an increased magnitude of impact to medium and result in a moderate to minor and adverse effect (not significant).

Cumulative Effects during Completed and Operational Stage

E.20. On completion, there would be a partial view of the 14 to 17 Paddington Green (16/11562/FULL) cumulative development. The Proposed Scheme would, when read in conjunction with this cumulative development have an increased magnitude of impact to medium to low and result in a moderate to minor and neutral effect (not significant).

RV 2. Edgware Road, junction with Boscobel Street - Baseline



Representative View 2: Edgware Road, junction with Boscobel Street

Baseline Conditions

- E.21. Positioned in close proximity to the Application Site, this representative view has been taken from the western pavement of Edgware Road, close to the entrance of the petrol filling station and its junction with Boscobel Street. The view looks east and is located approximately 50 metres west of the Application Site.
- E.22. The wide nature of the busy Edgware Road is the focus of the foreground of the view and influences its viewing experience. To the east of the view, on the opposite side of the road, are late 19th century and modern infill, four storey, terrace buildings with extruded shop frontages at ground floor. The façade material and architectural character of the terrace buildings vary, however, the building line and height provides a broadly consistent rhythm to the route. This is broken in the far mid-distance with gaps in the low-rise buildings and the tall late 20th century buildings of Kennet House, Bourne House and Capital House.
- E.23. The representative view is considered to have low value as it has a low local scenic quality and importance and there is considerable potential for substitution of some elements in the view.

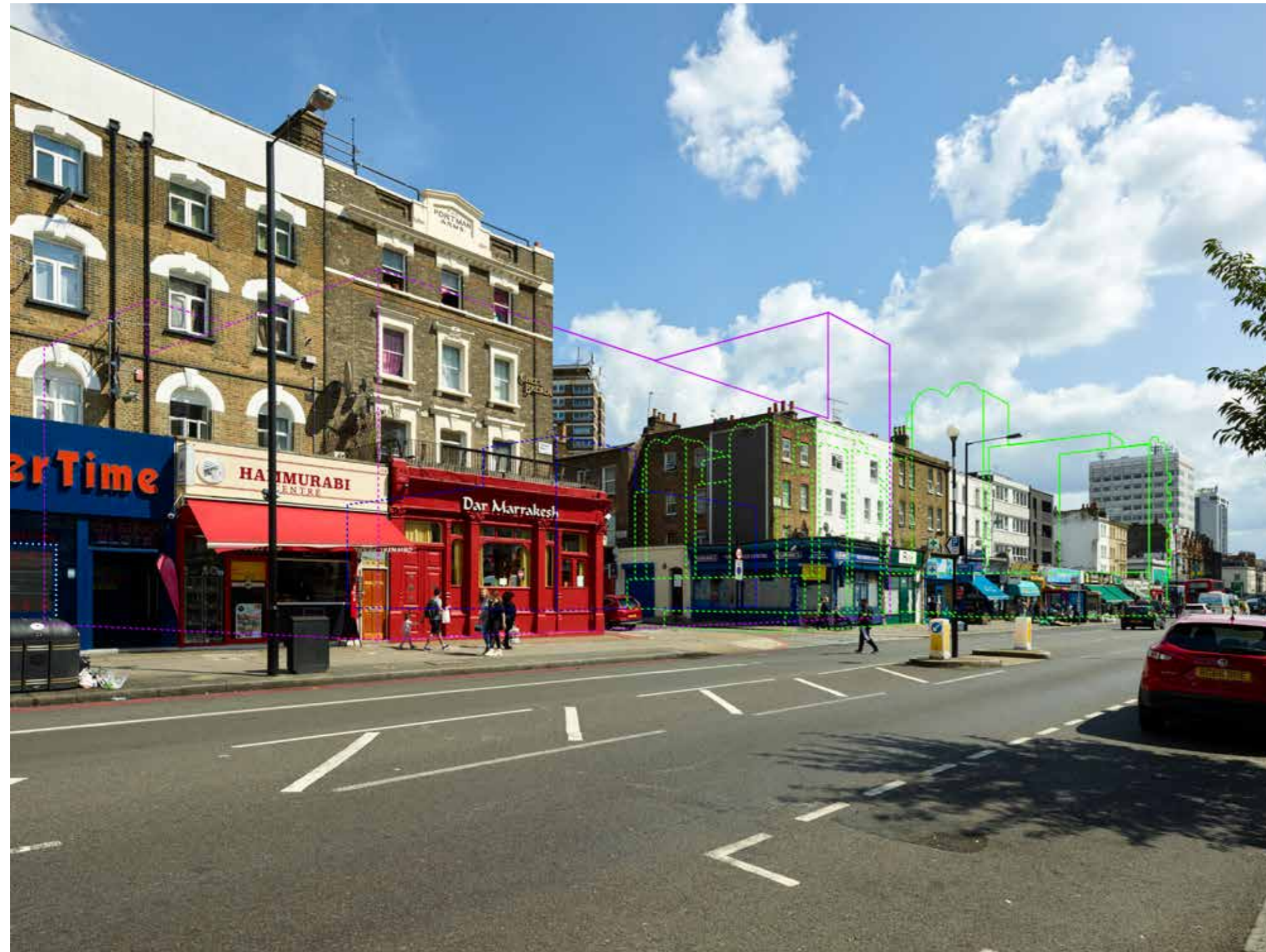
Assessment of Effects

- E.24. The representative view would have a low susceptibility to change as it is experienced by people travelling by road or on the pavement that do not depend on an appreciation of the view. Through combining the identified value and the susceptibility to change the visual receptor's experiencing the view would have a low sensitivity to the Proposed Scheme.

Effects during Demolition and Construction Stage

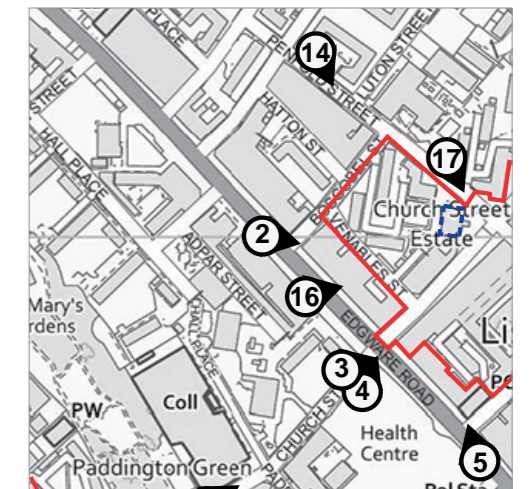
- E.25. The tower cranes and scaffolding associated with the construction of the Proposed Scheme would be partially visible in the middle and background of the view and have a medium to low magnitude of impact, in the short to medium term. Through combining this magnitude of impact with the previously established low sensitivity the demolition and construction stage of the Proposed Scheme would have a likely local, temporary, direct, minor and adverse effect (not significant).

RV 2. Edgware Road, junction with Boscobel Street - Proposed



View description

Location: Edgware Road, junction with Boscobel Street
National Grid reference: 526768.704E 182003.553N
AOD height of viewing position: 33.957m

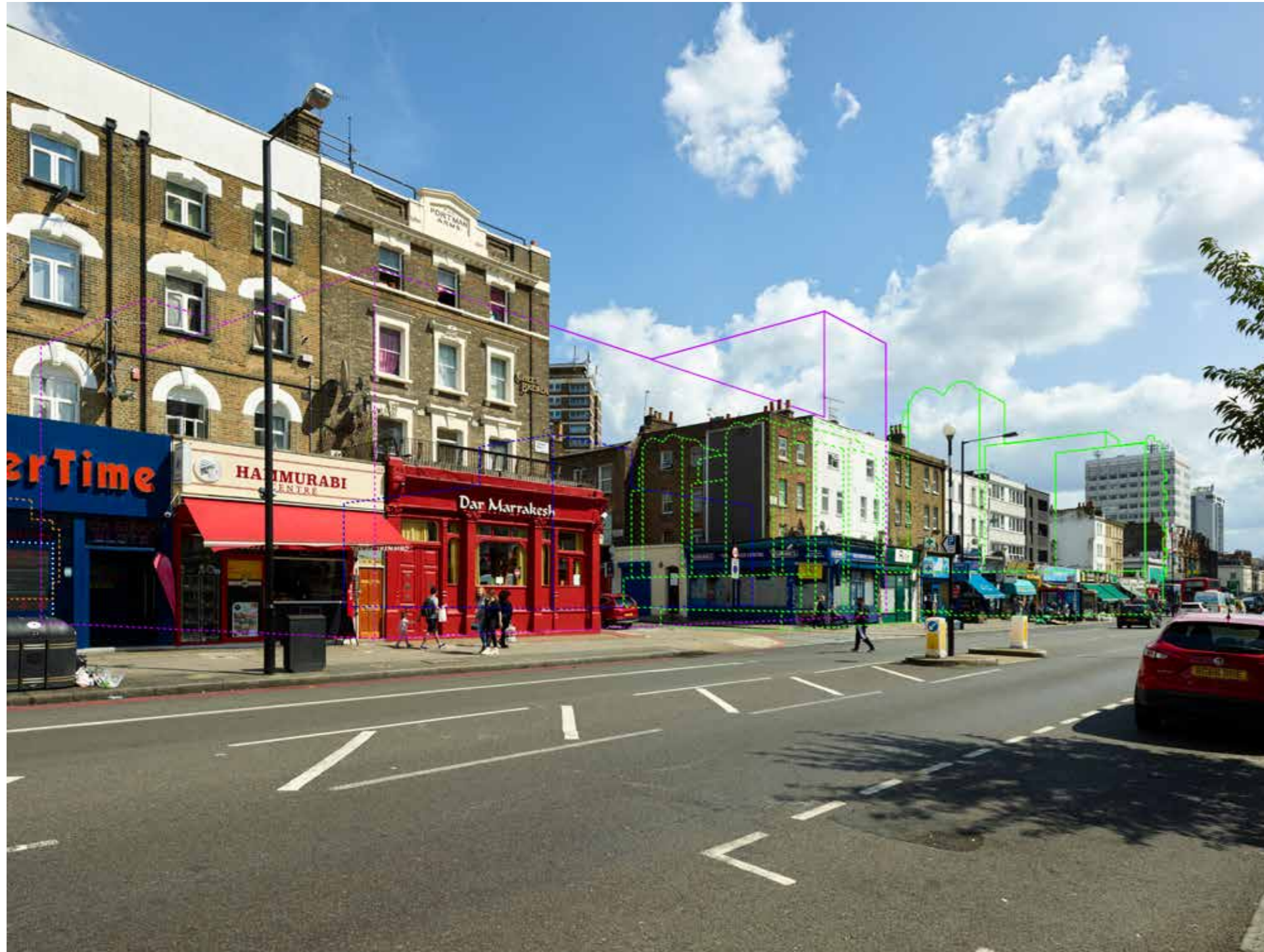


Photography details

Height of camera: 1.6m
Date of photograph: 24/08/2021
Time of photograph: 13:28hrs
Lens: 32mm Digital



RV 2. Edgware Road, junction with Boscobel Street - Cumulative



Effects during Completed and Operational Stage

- E.26. The upper floors of the Proposed Scheme's A2, C1 and C2 buildings would be partially visible rising above the buildings that address Edgware Road. The A2 building with its distinct barrel vault roofs would mark the entrance to Church Street from Edgware Road, aiding with orientation towards its associated market. The proposed facade materials would be high quality and durable, with compatible colours, tones and textures.
- E.27. Overall, the Proposed Scheme would have a medium to low magnitude of impact. Therefore, through combining this magnitude of impact with the low sensitivity, the Proposed Scheme would have a likely local, permanent, direct, minor and beneficial effect (not significant) on the representative view.

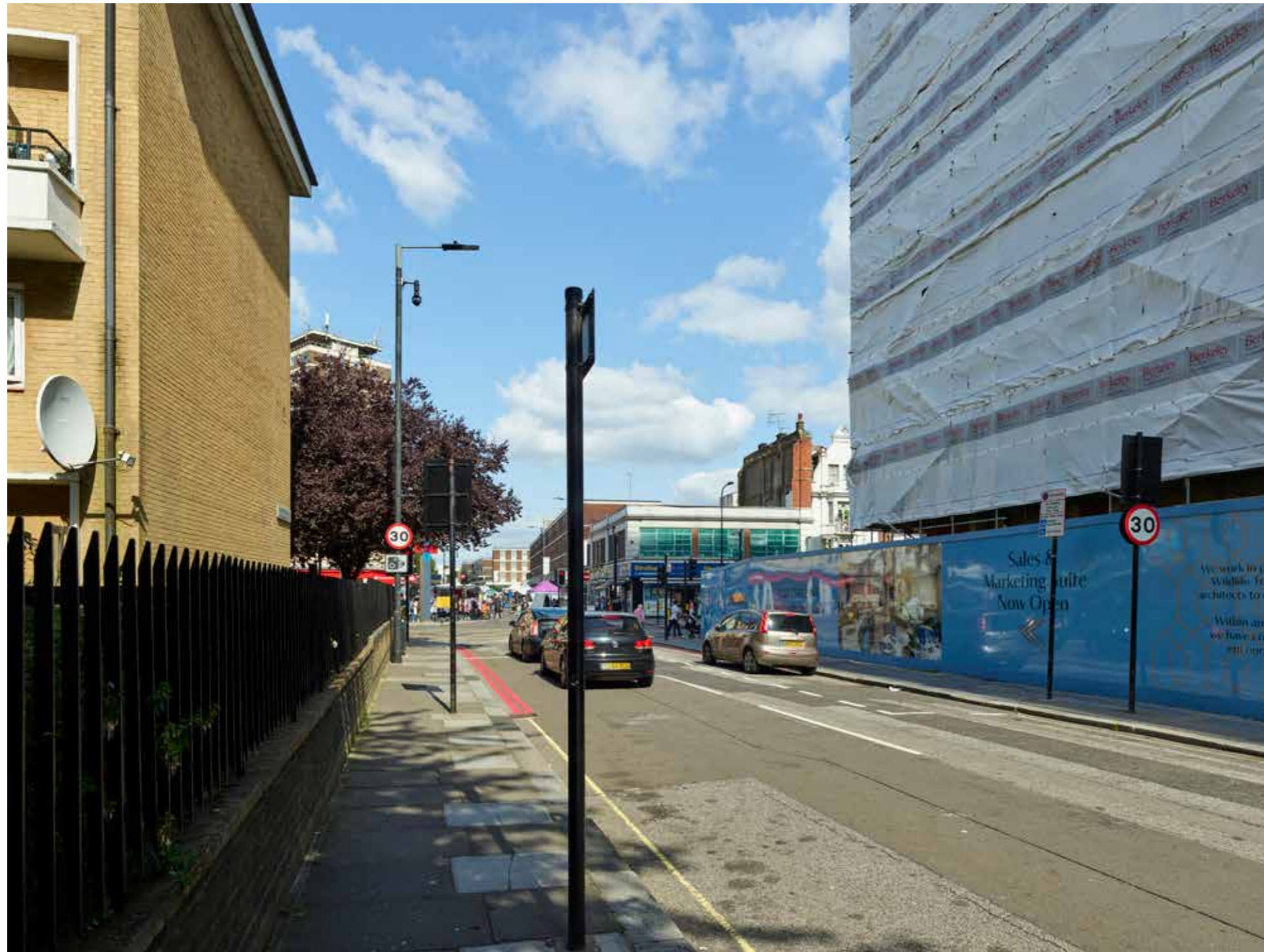
Cumulative Effects during Demolition and Construction Stage

- E.28. No cumulative developments are visible from this viewpoint and the demolition and construction of the Proposed Scheme would continue to have a minor and adverse effect (not significant).

Cumulative Effects during Completed and Operational Stage

- E.29. No cumulative developments are visible within this representative view and the Proposed Scheme would continue to have a minor and beneficial effect (not significant).

RV 3. Edgware Road, junction with Church Street looking south-east - Baseline



Representative View 3: Edgware Road, junction with Church Street looking south-east

Baseline Conditions

- E.30. Located in close proximity to the Application Site, this representative view is broadly 35 metres south-west of its western boundary. The view looks eastward towards the Application Site and is situated on the northern pavement of Church Street at its junction with Edgware Road.
- E.31. The foreground of this linear view takes in Church Street and the middle ground its junction with Edgware Road. Seen immediately to the north-east (left) is four storey yellow-brick residential building of nos. 33 to 40 Gilbert Sheldon House. Visible to the south-east (right) on the opposite side of the street is the West End Gate development, currently under construction. Centrally in the middle ground of the view, traffic lights associated with a pedestrian crossing can be glimpsed.
- E.32. A mid-20th century infill two storey building, associated with the Application Site, and adjacent four storey, early 20th century building can be glimpsed at the junction of Church Street and Edgware Road to the east (centre) of the view. Beyond which the Application Site's Blackwater House and Eden House address the southern route of Church Street.
- E.33. Buildings associated with the Application Site's C are not visible, however, a glimpsed view can be gained to the tall building of Kennet House. It is considered that this view would increase in the winter when the tree in the foreground is not in leaf.
- E.34. The representative view is considered to have low value as it has a low local scenic quality and importance and there is considerable potential for substitution of some elements in the view.

Assessment of Effects

- E.35. The representative view would have a low susceptibility to change as it is experienced by people travelling by road or on the pavement that do not depend on an appreciation of the view. Through combining the identified value and the susceptibility to change the visual receptor's experiencing the view would have a low sensitivity to the Proposed Scheme.

Effects during Demolition and Construction Stage

- E.36. The tower cranes and scaffolding associated with the construction of the Proposed Scheme would be partially visible in the middle and background of the view and have a medium magnitude of impact, in the short to medium term. Through combining this magnitude of impact with the previously established low sensitivity the demolition and construction stage of the Proposed Scheme would have a likely local, temporary, direct, moderate to minor and adverse effect (not significant).

Church Street

E. Representative View Assessment

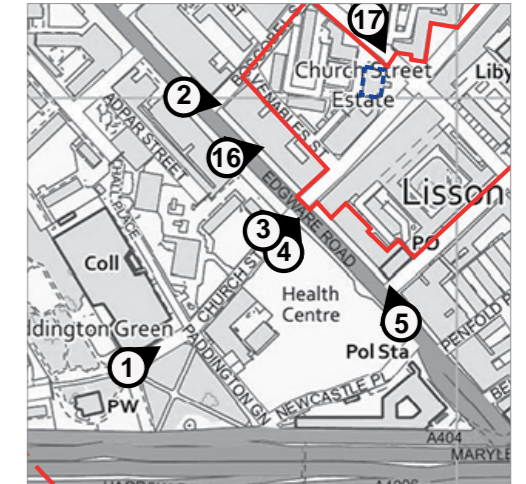
RV 3. Edgware Road, junction with Church Street looking south-east - Proposed



View description

Location: Edgware Road, junction with Church Street looking south-east

National Grid reference: 526837.636E 181881.29N
AOD height of viewing position: 33.358m



Photography details

Height of camera: 1.6m
Date of photograph: 24/08/2021
Time of photograph: 14:50hrs
Lens: 32mm Digital



RV 3. Edgware Road, junction with Church Street looking south-east - Cumulative



Effects during Completed and Operational Stage

- E.37. The upper floors of the Proposed Scheme's A2 and C1 would mark the entrance into Church Street Market, and would be read alongside A1, B1 and B2 buildings, visible in the background of the view. Overall, the Proposed Scheme would have a medium magnitude of impact.
- E.38. The façade material of the Proposed Scheme would respond to the existing buildings present within the view. The image demonstrates how the articulation of the built form would help to break up the perceived mass of the Proposed Scheme. A2 building's barrel vault roofs, window openings and set-back balconies would provide a vertical emphasis the slender proportions of taller 'villas' and the subtle set-backs of the lower link buildings. Retail is located at the ground floor and addresses both Church Street and Edgware Road. Semi-circular arched bays house windows that provide an active frontage.
- E.39. Through combining the magnitude of impact with the low sensitivity, the Proposed Scheme would have a likely local, permanent, direct, moderate to minor and beneficial effect (not significant) on the representative view.

Cumulative Effects during Demolition and Construction Stage

- E.40. The construction of the Proposed Scheme would, subject to programming and phasing, be read in conjunction with the tower cranes and scaffolding associated 14 to 17 Paddington Green (16/11562/FULL) cumulative development. The Proposed Scheme would, when read in conjunction with this cumulative development have an increased magnitude of impact to high and result in a moderate and adverse effect (significant).

Cumulative Effects during Completed and Operational Stage

- E.41. On completion, there would be an open view of the 14 to 17 Paddington Green (16/11562/FULL) cumulative development. The Proposed Scheme would, when read in conjunction with this cumulative development have an increased magnitude of impact to high and result in a moderate and beneficial effect (significant).

RV 4. Edgware Road, junction with Church Street looking north-east - Baseline



Representative View 4: Edgware Road, junction with Church Street looking north-east

Baseline Conditions

- E.42. This viewpoint is located on the southern pavement of Church Street at its junction with Edgware Road and looks north-eastward. Situated in close proximity to the Application Site, this representative view is approximately 35 metres south-west of its boundary.
- E.43. Church Street fills the foreground of this linear view along with the site hoarding of the West End Gate development on its south-east (right) side and the four storey, yellow-brick Gilbert Sheldon House on its north-west (left) side. The middle ground of the view takes in the busy Edgware Road.
- E.44. Located on Edgware Road, behind the colourful Church Street Market signage seen centrally in the view, is a late 19th century, cream painted, four storey, terrace building that has retail at the ground floor. Adjacent to this, partially obscured by street trees, are more retail buildings consisting of one storey only. Kennet House punctuates the view and beyond this, on the corner of Penfold Street, the mid-rise yellow-brick residential building of Charwell House can be glimpsed.
- E.45. The representative view is considered to have low value as it has a low local scenic quality and importance and there is considerable potential for substitution of some elements in the view.

Assessment of Effects

- E.46. The representative view would have a low susceptibility to change as it is experienced by people travelling by road or on the pavement that do not depend on an appreciation of the view. Through combining the identified value and the susceptibility to change the visual receptor's experiencing the view would have a low sensitivity to the Proposed Scheme.

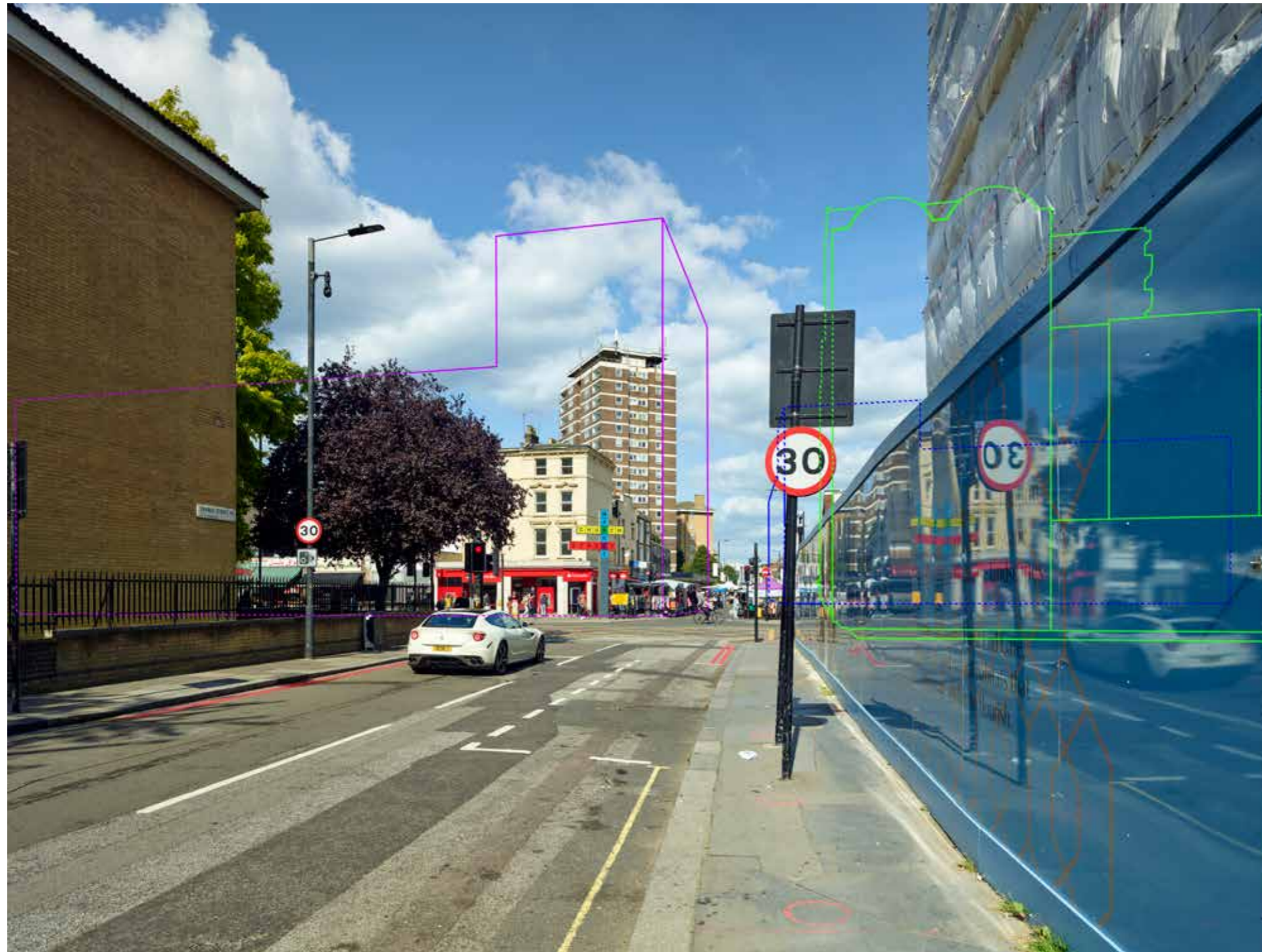
Effects during Demolition and Construction Stage

- E.47. The tower cranes and scaffolding associated with the construction of the Proposed Scheme would be partially visible in the middle and background of the view and have a medium magnitude of impact, in the short to medium term. Through combining this magnitude of impact with the previously established low sensitivity the demolition and construction stage of the Proposed Scheme would have a likely local, temporary, direct, moderate to minor and adverse effect (not significant).

Church Street

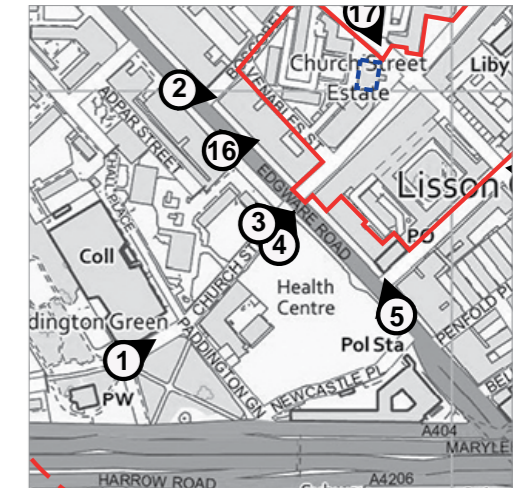
E. Representative View Assessment

RV 4. Edgware Road, junction with Church Street looking north-east - Proposed



View description

Location: Edgware Road, junction with Church Street looking north-east
 National Grid reference: 526846.461E 181876.309N
 AOD height of viewing position: 33.225m

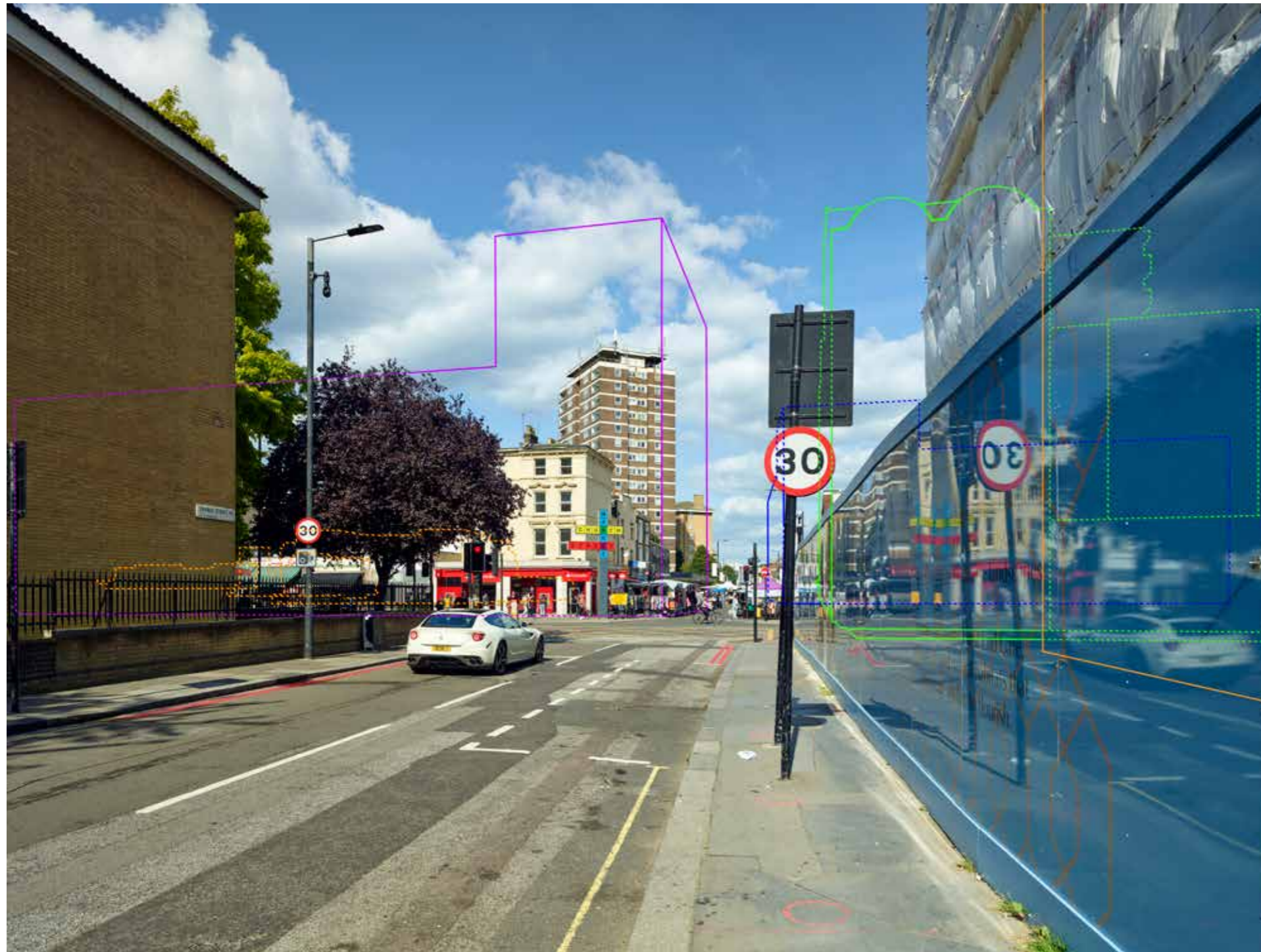


Photography details

Height of camera: 1.6m
 Date of photograph: 24/08/2021
 Time of photograph: 15:23hrs
 Lens: 32mm Digital



RV 4. Edgware Road, junction with Church Street looking north-east - Cumulative



Effects during Completed and Operational Stage

- E.48. The upper floors of the Proposed Scheme's A2 and C1 would mark the entrance into Church Street Market, and the latter would be read alongside C2 buildings.
- E.49. The supporting Design Codes note that the façade material and massing of the Site C buildings would reflect the colours, tones and textures of materials and articulation of the Site A buildings. The proposed articulation of the Proposed Scheme would help to break up the perceived mass of the built form within the view from this viewpoint.
- E.50. Overall, the Proposed Scheme would have a medium magnitude of impact. Through combining the magnitude of impact with the low sensitivity, the Proposed Scheme would have a likely local, permanent, direct, moderate to minor and beneficial effect (not significant) on the representative view.

Cumulative Effects during Demolition and Construction Stage

- E.51. The construction of the Proposed Scheme would, subject to programming and phasing, be read in conjunction with the tower cranes and scaffolding associated 14 to 17 Paddington Green (16/11562/FULL) cumulative development. The Proposed Scheme would, when read in conjunction with this cumulative development have an increased magnitude of impact to high and result in a moderate and adverse effect (significant).

Cumulative Effects during Completed and Operational Stage

- E.52. On completion, there would be an open view of the 14 to 17 Paddington Green (16/11562/FULL) cumulative development. The Proposed Scheme would, when read in conjunction with this cumulative development have an increased magnitude of impact to high and result in a moderate and beneficial effect (significant).

RV 5. Edgware Road, junction with Broadley Street - Baseline



Representative View 5: Edgware Road, junction with Broadley Street

Baseline Conditions

- E.53. Taken from the western pavement of Edgware Road this representative view is broadly 50 metres south of the Application Site. The viewpoint falls between the junctions of Broadley Street and Penfold Place.
- E.54. The wide nature of the busy Edgware Road is the focus of the foreground of the view and influences its viewing experience. To the north-east (right) of the view, on the opposite side of the road, are late 19th century and 20th century infill, three and four storey, terrace buildings with retail frontages at ground floor. The façade material and architectural character of the terrace buildings vary, however, the building line and height provides a broadly consistent rhythm to the street.
- E.55. Immediately to the north-west (left) in the foreground of the view, hoarding and tower scaffolding can be seen encasing and shrouding the West End Gate development, which is currently under construction.
- E.56. The representative view is considered to have low value as it has a low local scenic quality and importance and there is considerable potential for substitution of some elements in the view.

Assessment of Effects

- E.57. The representative view would have a low susceptibility to change as it is experienced by people travelling by road or on the pavement that do not depend on an appreciation of the view. Through combining the identified value and the susceptibility to change the visual receptor's experiencing the view would have a low sensitivity to the Proposed Scheme.

Effects during Demolition and Construction Stage

- E.58. The tower cranes and scaffolding associated with the construction of the Proposed Scheme would be partially visible in the middle and background of the view and have a medium to low magnitude of impact, in the short to medium term. Through combining this magnitude of impact with the previously established low sensitivity the demolition and construction stage of the Proposed Scheme would have a likely local, temporary, direct, minor and adverse effect (not significant).

Church Street

E. Representative View Assessment

RV 5. Edgware Road, junction with Broadley Street - Proposed



View description

Location: Edgware Road, junction with Broadley Street
National Grid reference: 526964.775E 181798.775N
AOD height of viewing position: 32.384m



Photography details

Height of camera: 1.6m
Date of photograph: 24/08/2021
Time of photograph: 11:13hrs
Lens: 32mm Digital



RV 5. Edgware Road, junction with Broadley Street - Cumulative



Effects during Completed and Operational Stage

- E.59. The upper floors of the Proposed Scheme's A2 building would be glimpsed visible rising above the buildings that address Edgware Road. The southern blank facade provides an opportunity for a public art wall mural that could announce the entrance to Church Street. The image demonstrates how the articulation of the built form would help to break up the perceived mass of the Proposed Scheme.
- E.60. Overall, the Proposed Scheme would have a medium to low magnitude of impact. Therefore, through combining this magnitude of impact with the low sensitivity, the Proposed Scheme would have a likely local, permanent, direct, minor and beneficial effect (not significant) on the representative view.

Cumulative Effects during Demolition and Construction Stage

- E.61. The construction of the Proposed Scheme would, subject to programming and phasing, have a limited glimpsed view of the tower cranes and scaffolding associated 14 to 17 Paddington Green (16/11562/FULL) cumulative development. The Proposed Scheme would, when read in conjunction with this cumulative development continue to have a minor and adverse effect (not significant).

Cumulative Effects during Completed and Operational Stage

- E.62. On completion, there would be a glimpsed view of the 14 to 17 Paddington Green (16/11562/FULL) cumulative development. The Proposed Scheme would, when read in conjunction with this cumulative development have a minor and beneficial effect (not significant).

RV 6. Penfold Street, junction with Bell Street - Baseline



Representative View 6: Penfold Street, junction with Bell Street

Baseline Conditions

- E.63. This representative view is positioned approximately 140 metres south of the Application Site and the viewpoint is taken from the eastern pavement of Penfold Street. The view is situated close to the junction with Bell Street (behind and out of the view).
- E.64. The narrow carriageway of Penfold Street provides a linear view northward, bordered by wide pavements on both sides, leading the eye from the foreground to the mid-distance. Three and five storey terraced residential properties of similar architectural character and façade material line its north-west (left) side as well as on-street parking. The perimeter wall of King Solomon Academy dominates the north-east (right) side, behind which is its grade II listed building and associated sculpture (not visible).
- E.65. Mature trees visible in the middle ground mark the western edge of Broadley Street Gardens, a small landscaped green public open space. Beyond these trees a glimpsed view can be gained to the Application Site's four storey Ravensbourne House. Seen rising above this building in the background, just outside the Application Site's north-west boundary at the junction with Church Street, is a seven storey yellow-brick building of Charwell House which falls within the Church Street Estate.
- E.66. The representative view has a low value as it is across a townscape of moderate scenic quality and with potential for substitution for some elements within it.

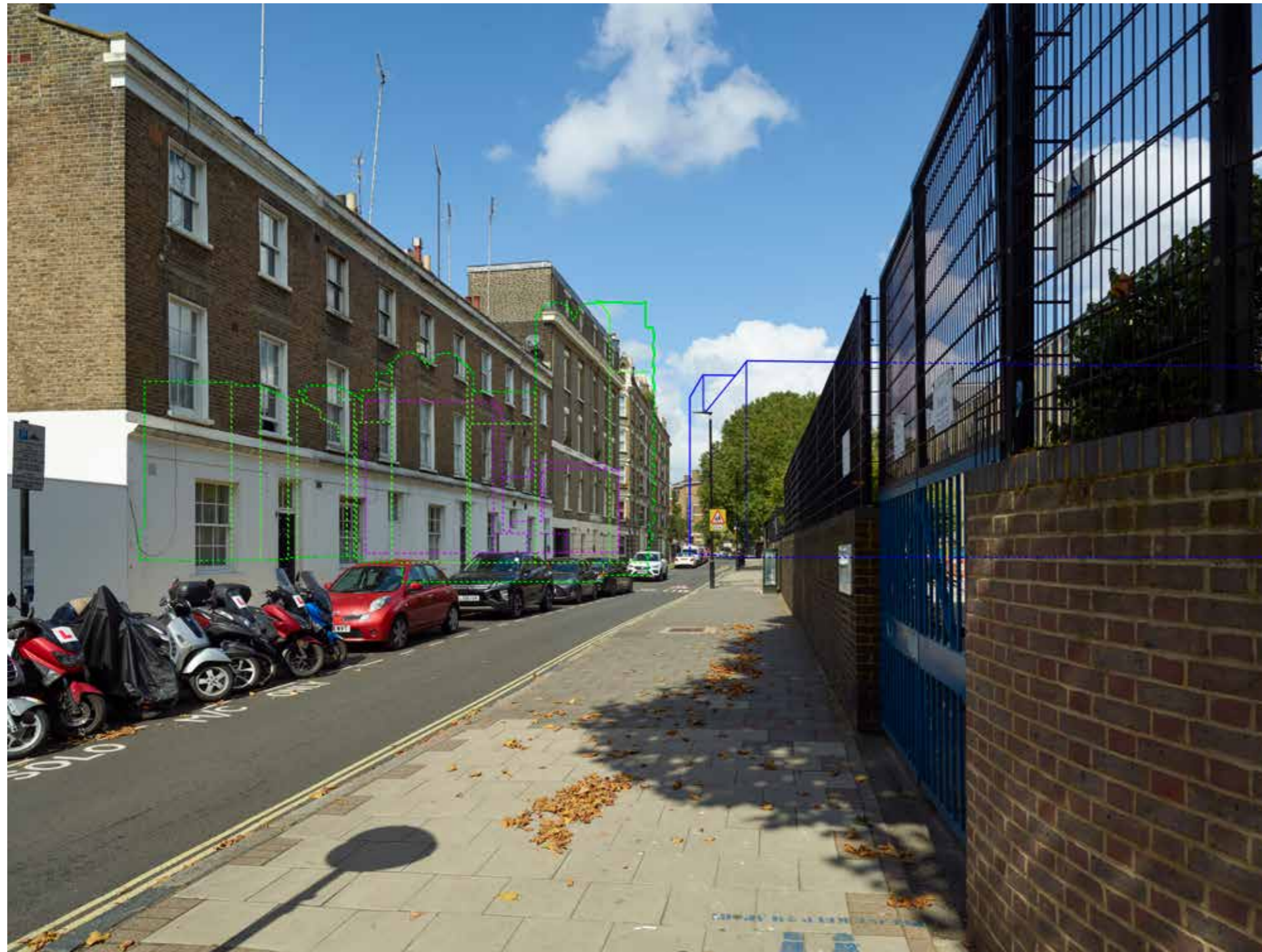
Assessment of Effects

- E.67. The representative view is experienced by people travelling through the area where the view is unlikely to be the main focus of attention and would have a low susceptibility to change. Through combining the identified value and the susceptibility to change the visual receptor's experiencing the view would have a low sensitivity to the Proposed Scheme.

Effects during Demolition and Construction Stage

- E.68. The tower cranes and scaffolding associated with the construction of the Proposed Scheme's Sites A and B would be glimpsed in the middle ground of the view and have a low magnitude of impact, in the short to medium term. Through combining this magnitude of impact with the previously established low sensitivity the demolition and construction stage of the Proposed Scheme would have a likely local, temporary, direct, minor and adverse effect (not significant).

RV 6. Penfold Street, junction with Bell Street - Proposed



View description

Location: Penfold Street, junction with Bell Street
 National Grid reference: 527121.855 E 181823.859N
 AOD height of viewing position: 32.36m



Photography details

Height of camera: 1.6m
 Date of photograph: 24/08/2021
 Time of photograph: 11:52hrs
 Lens: 32mm Digital



RV 6. Penfold Street, junction with Bell Street - Cumulative



Effects during Completed and Operational Stage

- E.69. The corner buildings of the Proposed Scheme's A2 and B4 would be visible behind the trees associated with Broadley Street Gardens. The buildings would be read in conjunction with the existing built form and would be perceived as having a similar height as its surrounding buildings and help to define the perimeter blocks of the Application Site.
- E.70. Overall, the Proposed Scheme would have a low magnitude of impact. Therefore, through combining this magnitude of impact with the low sensitivity, the Proposed Scheme would have a likely local, permanent, direct, minor and beneficial effect (not significant) on the representative view.

Cumulative Effects during Demolition and Construction Stage

- E.71. No cumulative developments are visible from this viewpoint and the demolition and construction of the Proposed Scheme would continue to have a minor and adverse effect (not significant).

Cumulative Effects during Completed and Operational Stage

- E.72. No cumulative developments are visible within this representative view and the Proposed Scheme would continue to have a minor and beneficial effect (not significant).

RV 7. Ranston Street - Baseline



Representative View 7: Ranston Street

Baseline Conditions

- E.73. Looking north-west and positioned broadly 160 metres south-east of the Application Site, this representative view has been taken from the southern end of Ranston Street on its eastern pavement. The viewpoint falls within and takes in the townscape associated with Lisson Grove Conservation Area and the supporting Audit (Ref. 16) and has identified a local view to the cottages along Ranston Street.
- E.74. The narrow carriageway and pavement of Ranston Street creates a linear view towards Ashmill Street present in the middle ground. The north-east (right) side of the street is lined with on-street parking and three storey terraced properties of various ages, character and façade material, including nos. 5-11 which are grade II listed buildings of model cottages built circa 1895.
- E.75. To the north-west (left) side of the street Nos. 21 to 37 were built at the same time as nos. 5-11 and reflect the same style and age, with a façade of red-brick and hanging tiles at the ground floor and first floor with a cream render. Above the tops of Lisson Street Community Gardens trees can be seen. The Application Site buildings are not visible due to this intervening built form. Visible in the background is six storey yellow and red-brick Whitfield House, part of the Wilcove Estate located on Salisbury Street.
- E.76. The representative view is considered to have high value, due to being identified as a local view within the Lisson Grove Conservation Area Audit (Ref. 16) and having a generally moderate scenic value.

Assessment of Effects

- E.77. The representative view is experienced by people travelling through the area where the view is likely to be part of the experience and would have a medium susceptibility to change. Through combining the identified value and the susceptibility to change the visual receptor's experiencing the view would have a high to medium sensitivity to the Proposed Scheme.

Effects during Demolition and Construction Stage

- E.78. The tower cranes and scaffolding associated with the construction of the Proposed Scheme's Site B would be visible above the roof of the residential properties that frame the north-west side of the street. It is considered that this would have a low magnitude of impact, in the short to medium term. Through combining this magnitude of impact with the previously established high to medium sensitivity the demolition and construction stage of the Proposed Scheme would have a likely local, temporary, direct, minor and adverse effect (not significant).

Church Street

E. Representative View Assessment

RV 7. Ranston Street - Proposed

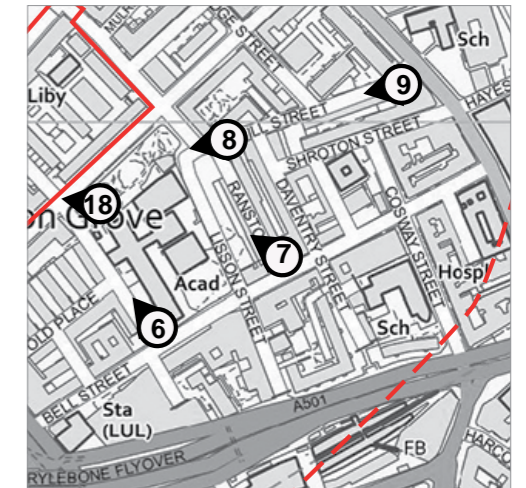


View description

Location: Ranston Street

National Grid reference: 527221.838E 181885.216N

AOD height of viewing position: 31.068m



Photography details

Height of camera: 1.6m

Date of photograph: 24/08/2021

Time of photograph: 12:32hrs

Lens: 32mm Digital



RV 7. Ranston Street - Cumulative



Effects during Completed and Operational Stage

- E.79. If built to its maximum extents the upper floors of the Proposed Scheme's Site B building B4 would be visible above the roof of the residential properties that frame the north-west side of the street. The buildings would be read in conjunction with the existing built form and have limited effect within the context of the linear view.
- E.80. Overall, the Proposed Scheme would have a very low magnitude of impact. Therefore, through combining this magnitude of impact with the medium sensitivity, the Proposed Scheme would have a likely local, permanent, direct, negligible and neutral effect (not significant) on the representative view.

Cumulative Effects during Demolition and Construction Stage

- E.81. No cumulative developments are visible from this viewpoint and the demolition and construction of the Proposed Scheme would continue to have a minor and adverse effect (not significant).

Cumulative Effects during Completed and Operational Stage

- E.82. No cumulative developments are visible within this representative view and the Proposed Scheme would continue to have a negligible and neutral effect (not significant).

RV 8. Ashmill Street, junction with Ranston Street - Baseline



Representative View 8: Ashmill Street, junction with Ranston Street

Baseline Conditions

- E.83. Positioned in close proximity to the Application Site, this representative view has been taken on Ashmill Street, close to its junction with Ranston Street and is located approximately 60 metre south-east of the Application Site. The view overlooks Broadley Street Gardens and takes in a small part of the Lisson Grove Conservation Area.
- E.84. The foreground of this linear view takes in Ashmill Street and its junction with Ranston Street, the latter positioned within the Lisson Grove Conservation Area. The red-brick building visible immediately north (right) in the view is six storey apartment block, Whitfield House. In the middle ground of the view are temporary fences enclosing part of highway, which is currently undergoing public realm improvements.
- E.85. It is considered that the Application Site's building of Ravensbourne House would be glimpsed through the intervening trees associated with Broadley Street Gardens to the north-west (centre) of the view in the winter.
- E.86. Centrally in the view, the angled roof of Imps Pre-school can be seen and next to this, the modern grey cubed building belonging to the grade II listed building of King Solomon Academy. Rising above in the background are the West End Gate development's Westmark Tower and another under construction belonging to the same development as well as the residential tall buildings of Hall Tower and Braithewaite Tower.
- E.87. The representative view is considered to have low value, due to having little visual amenity importance and considerable potential for substitution of elements within the view.

Assessment of Effects

- E.88. The representative view is experienced by people travelling through the area where the view is unlikely to be the main focus of attention and would have a low susceptibility to change. Through combining the identified value and the susceptibility to change the visual receptor's experiencing the view would have a low sensitivity to the Proposed Scheme.

Effects during Demolition and Construction Stage

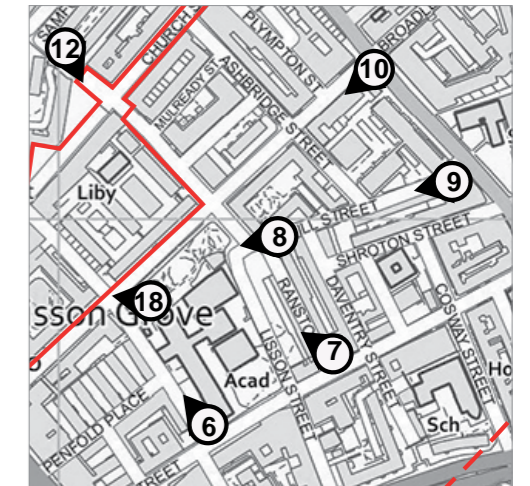
- E.89. The tower cranes and scaffolding associated with the construction of the Proposed Scheme would be partially visible in the middle ground of the view. It would have a medium magnitude of impact, in the short to medium term. Through combining this magnitude of impact with the previously established low sensitivity the demolition and construction stage of the Proposed Scheme would have a likely local, temporary, direct, moderate to minor and adverse effect (not significant).

RV 8. Ashmill Street, junction with Ranston Street - Proposed



View description

Location: Ashmill Street, junction with Ranston Street
National Grid reference: 527181.993E 181981.452N
AOD height of viewing position: 32.28m



Photography details

Height of camera: 1.6m
Date of photograph: 24/08/2021
Time of photograph: 10:52hrs
Lens: 32mm Digital



RV 8. Ashmill Street, junction with Ranston Street - Cumulative



Effects during Completed and Operational Stage

- E.90. The Proposed Scheme's B4 building would frame Broadley Street Gardens and beyond this the southern façade of the A1 and A2 buildings are visible in the background of the view. The Proposed Scheme would have a medium magnitude of impact on the view.
- E.91. The supporting Design Code document states that the Site B buildings should have variety in their façade material, height, set-back and massing, reflecting the articulation of the Detailed Element. This approach would help to break up the perceived mass of the B4 building within the view from this viewpoint.
- E.92. Through combining this magnitude of impact with the low sensitivity, the Proposed Scheme would have a likely local, permanent, direct, moderate to minor and beneficial effect (not significant) on the representative view.

Cumulative Effects during Demolition and Construction Stage

- E.93. The construction of the Proposed Scheme would, subject to programming and phasing, be read in conjunction with the tower cranes and scaffolding associated with Paddington Green Police Station (21/02193/FULL), One Merchant Square (18/05018/FULL), 14 to 17 Paddington Green (16/11562/FULL) cumulative developments, visible in the background of the view. The Proposed Scheme would, when read in conjunction with this cumulative development continue to have a moderate to minor and adverse effect (not significant).

Cumulative Effects during Completed and Operational Stage

- E.94. On completion, there would be a glimpsed view of the upper floors of the Paddington Green Police Station (21/02193/FULL), One Merchant Square (18/05018/FULL), 14 to 17 Paddington Green (16/11562/FULL) cumulative developments. The Proposed Scheme would, when read in conjunction with this cumulative development would continue to have a moderate to minor and beneficial effect (not significant).

RV 9. Ashmill Street, junction with Lisson Grove - Baseline



Representative View 9: Ashmill Street, junction with Lisson Grove

Baseline Conditions

- E.95. Falling adjacent to Lisson Grove Conservation Area boundary this representative view has been taken from the southern pavement of the quiet residential Ashmill Street, close to its junction with the busy Lisson Grove (B507). The view looks east and is positioned approximately 190 metres from the east corner of the Application Site.
- E.96. Ashmill Street occupies the fore and middle ground of this linear view, with two storey, red-brick terraced houses bordering its south-west (left) side along with on-street parking. On the north-west (right) side of the road, partially obscured by a street tree, is a four storey, brown-brick apartment block of Alpha House. In the mid-distance of the view are red and yellow-brick six storey Wilcove Estate buildings, identified by a tall brick chimney.
- E.97. Glimpsed at the end of the street are the trees associated with Broadley Street Gardens. In the winter a filtered view can be gained to the Application Site's buildings that frame Broadley Street when these trees are not in leaf. Both completed and under construction mid to high-rise apartment blocks associated with the West End Gate residential development can be seen rising in the background along with the tall building of Hall Tower.
- E.98. The representative view is influenced by the vehicles using Lisson Grove and has a low value as it is across a townscape of moderate scenic quality and with potential for substitution for some elements within it.

Assessment of Effects

- E.99. The representative view is experienced by people travelling through the area where the view is unlikely to be the main focus of attention and would have a low susceptibility to change. Through combining the identified value and the susceptibility to change the visual receptor's experiencing the view would have a low sensitivity to the Proposed Scheme.

Effects during Demolition and Construction Stage

- E.100. The tower cranes and scaffolding associated with the construction of the Proposed Scheme's Sites A and B would be glimpsed in the background of the view and have a low magnitude of impact, in the short to medium term. Through combining this magnitude of impact with the previously established low sensitivity the demolition and construction stage of the Proposed Scheme would have a likely local, temporary, direct, minor and adverse effect (not significant).

Church Street

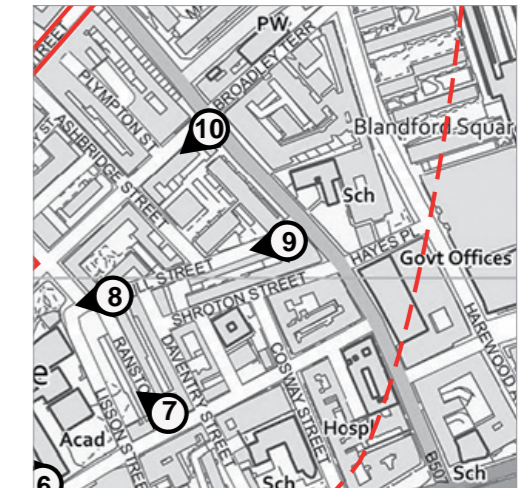
E. Representative View Assessment

RV 9. Ashmill Street, junction with Lisson Grove - Proposed



View description

Location: Ashmill Street, junction with Lisson Grove
National Grid reference: 527317.396E 182030.057N
AOD height of viewing position: 32.182m



Photography details

Height of camera: 1.6m
Date of photograph: 25/08/2021
Time of photograph: 13:25hrs
Lens: 32mm Digital



RV 9. Ashmill Street, junction with Lisson Grove - Cumulative



Effects during Completed and Operational Stage

- E.101. The upper floors of the Proposed Scheme's A2 and B4, along with building A1 to a limited extent would punctuate the linear view along Ashmill Street in front of the West End Gate residential development. The buildings would be read in conjunction with the existing built form and would be perceived as having a similar height as its surrounding buildings.
- E.102. The Proposed Scheme would have a low magnitude of impact and through combining this magnitude of impact with the low sensitivity, the Proposed Scheme would have a likely local, permanent, direct, negligible and neutral effect (not significant) on the representative view.

Cumulative Effects during Demolition and Construction Stage

- E.103. The construction of the Proposed Scheme would, subject to programming and phasing, be read in conjunction with the tower cranes and scaffolding associated 14 to 17 Paddington Green (16/11562/FULL) cumulative development, visible in the background of the view. The Proposed Scheme would when read in conjunction with this cumulative development continue to have a minor and adverse effect (not significant).

Cumulative Effects during Completed and Operational Stage

- E.104. On completion, there would be a glimpsed view of the 14 to 17 Paddington Green (16/11562/FULL) cumulative development. The Proposed Scheme would, when read in conjunction with this cumulative development would have a low magnitude of impact and a minor and neutral effect (not significant).

RV 10. Broadley Street, junction with Lisson Grove - Baseline



Representative View 10: Broadley Street, junction with Lisson Grove

Baseline Conditions

- E.105. Positioned on the southern pavement of Broadley Street, directly in front of its junction with Lisson Grove (B507), this representative view is situated approximately 165 metres east of the Application Site. The view looks south-west towards the west boundary of the Application Site.
- E.106. Broadley Street is framed by low-rise terraced properties and apartments of varying age, character and façade material, leading the eye from the foreground to the middle ground. Beyond this, on-street parking on the north (right) side of the road and street trees continues this linear view into the middle distance and along the west boundary of the Application Site.
- E.107. In the summer the Application Site's buildings of Ravensbourne House (Site B) and Lambourne House (Site A) are not visible due to the trees lining Broadley Street. It is considered that a glimpsed filter view would be afforded in the winter when the trees have lost their leaves.
- E.108. Rising up and punctuating the background of the view is West End Gate's Westmark Tower located on Edgware Road.
- E.109. The representative view is influenced by the vehicles using Lisson Grove and has a low value as it is across a townscape of moderate scenic quality and with potential for substitution for some elements within it.

Assessment of Effects

- E.110. The representative view is experienced by people travelling through the area where the view is unlikely to be the main focus of attention and has a low susceptibility to change. Through combining the identified value and the susceptibility to change the visual receptor's experiencing the view would have a low sensitivity to the Proposed Scheme.

Effects during Demolition and Construction Stage

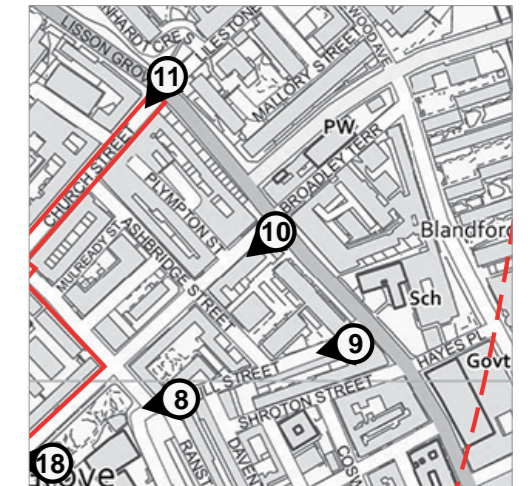
- E.111. The tower cranes and scaffolding associated with the construction of the Proposed would be glimpsed in the background of the view and have a low magnitude of impact, in the short to medium term. Through combining this magnitude of impact with the previously established low sensitivity the demolition and construction stage of the Proposed Scheme would have a likely local, temporary, direct, minor and adverse effect (not significant).

RV 10. Broadley Street, junction with Lisson Grove - Proposed



View description

Location: Broadley Street, junction with Lisson Grove
National Grid reference: 527247.083E 182118.801N
AOD height of viewing position: 33.355m



Photography details

Height of camera: 1.6m
Date of photograph: 25/08/2021
Time of photograph: 09:25hrs
Lens: 32mm Digital



RV 10. Broadley Street, junction with Lisson Grove - Cumulative



Effects during Completed and Operational Stage

E.112. The Proposed Scheme's B4 building along with buildings A1 and A2 to a limited extent would be glimpsed framing Broadley Street. The buildings would be read in conjunction with the existing built form. Overall, the Proposed Scheme would have a low magnitude of impact. Therefore, through combining this magnitude of impact with the low sensitivity, the Proposed Scheme would have a likely local, permanent, direct, minor and beneficial effect (not significant) on the representative view.

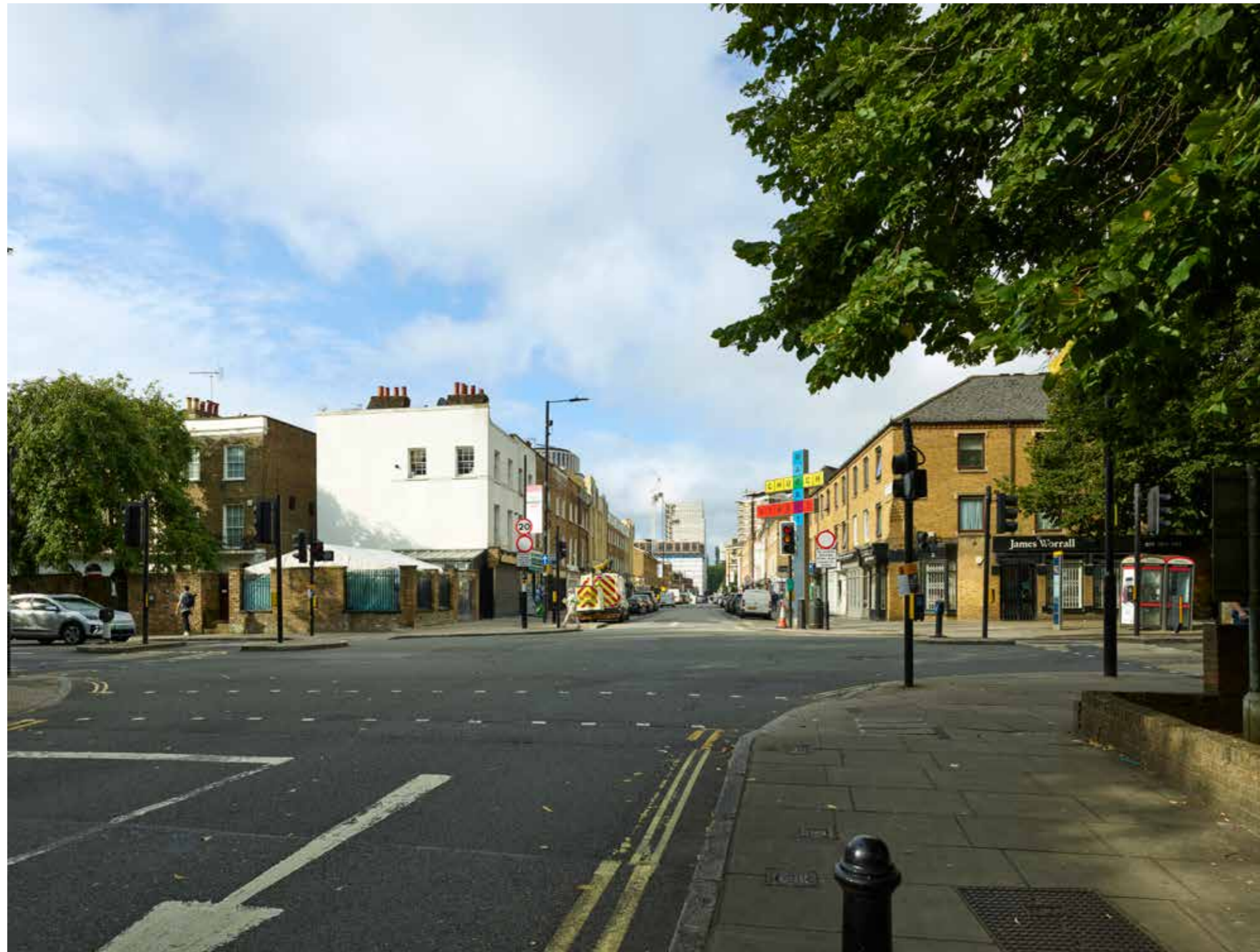
Cumulative Effects during Demolition and Construction Stage

E.113. No cumulative developments are visible from this viewpoint and the demolition and construction of the Proposed Scheme would continue to have a minor and adverse effect (not significant).

Cumulative Effects during Completed and Operational Stage

E.114. No cumulative developments are visible within this representative view and the Proposed Scheme would continue to have a minor and beneficial effect (not significant).

RV 11. Lisson Grove, junction with Church Street - Baseline



Representative View 11: Lisson Grove, junction with Church Street

Baseline Conditions

- E.115. Situated in close proximity to the Application Site, looking south-west across Lisson Grove (B507) and towards Church Street, this representative view has been taken broadly 15 metres north-east of the Application Site. The viewpoint is positioned at the western end of Lilestone Street.
- E.116. Lisson Grove takes over the foreground of the view along with pedestrian crossings and associated street furniture. The Application Site's section of Church Street forms a linear view from the middle to the background, framed by on-street parking and buildings of varied age, character and façade material. This built form typically has retail at the ground floor and residential above.
- E.117. Punctuating the view at the end of Church Street are West End Gate's mid to high-rise residential apartment buildings that are currently under construction. The completed Westmark Tower is visible rising above the buildings to the south-west (left) of the view, whilst Kennet House can be glimpsed to the north-west (right).
- E.118. The representative view is influenced by the vehicles using Lisson Grove and has a low value as it is across a townscape of moderate scenic quality and with potential for substitution for some elements within it.

Assessment of Effects

- E.119. The representative view is experienced by people travelling through the area where the view is unlikely to be the main focus of attention and has a low susceptibility to change and a low sensitivity to the Proposed Scheme.

Effects during Demolition and Construction Stage

- E.120. The public realm improvements, tower cranes and scaffolding associated with the construction of the Proposed Scheme would be partially visible in the middle and background of the view. It would have a low magnitude of impact, in the short to medium term. Through combining this magnitude of impact with the previously established low sensitivity the demolition and construction stage of the Proposed Scheme would have a likely local, temporary, direct, minor and adverse effect (not significant).

Church Street

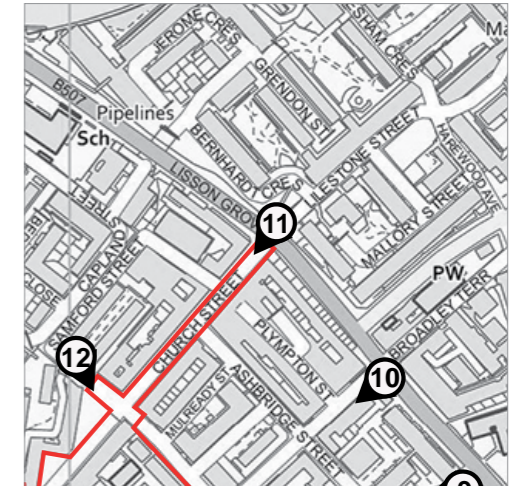
E. Representative View Assessment

RV 11. Lisson Grove, junction with Church Street - Proposed



View description

Location: Lisson Grove, junction with Church Street
National Grid reference: 527177.449E 182256.065N
AOD height of viewing position: 35.17m



Photography details

Height of camera: 1.6m
Date of photograph: 25/08/2021
Time of photograph: 08:51hrs
Lens: 32mm Digital



RV 11. Lisson Grove, junction with Church Street - Cumulative



Effects during Completed and Operational Stage

- E.121. The Proposed Scheme's B1 and B2, along with buildings A1, A2 and C1 to a limited extent would frame Church Street in the far middle ground of the view. The buildings would be read in conjunction with the existing built form and would be perceived as having a similar height as its surrounding buildings.
- E.122. The supporting Design Code document states that the Sites B and C buildings should have variety in their façade material, height, set-back and massing, reflecting the articulation of the Detailed Element. This approach would provide visual interest and help to break up the perceived mass the buildings within the view.
- E.123. Overall, the Proposed Scheme would have a low magnitude of impact. Therefore, through combining this magnitude of impact with the low sensitivity, the Proposed Scheme would have a likely local, permanent, direct, minor and beneficial effect (not significant) on the representative view.

Cumulative Effects during Demolition and Construction Stage

- E.124. The construction of the Proposed Scheme would, subject to programming and phasing, be read in conjunction with the tower cranes and scaffolding associated One Merchant Square (18/05018/FULL), 14 to 17 Paddington Green (16/11562/FULL) cumulative developments visible in the background of the view. The Proposed Scheme would, when read in conjunction with this cumulative development continue to have minor and adverse effect (not significant).

Cumulative Effects during Completed and Operational Stage

- E.125. On completion, there would be a glimpsed view of the One Merchant Square (18/05018/FULL), 14 to 17 Paddington Green (16/11562/FULL) cumulative developments. The Proposed Scheme would, when read in conjunction with this cumulative development would continue to have a minor and beneficial effect (not significant).

RV 12. Salisbury Street - Baseline



Representative View 12: Salisbury Street

Baseline Conditions

- E.126. Located at the north end of Salisbury Street, this representative view is positioned approximately 25 metres from the west boundary of the Application Site. The view looks south-east towards the junction of Church Street.
- E.127. Dominating the foreground of this mostly linear view is Salisbury Street located within the Application Site and its temporary paraphernalia associated with the new public realm. Black railings visible immediately south-east (left) enclose red-brick, five storey residential block, Morris House. Looking directly south-west (right) is the four storey Church Street Estate building of Wey House which has retail at the ground floor and a small area of paved open public space, with benches, facing onto Church Street. Glimpsed in the background, above the Church Street Estate building of Charwell House to the west, is the top of Westmark Tower apartment block.
- E.128. Church Street and the Application Site’s mid-rise building of Eden House with retail at the ground floor, offices, market stalls and street trees fill the middle ground. Centrally in the view is a mock Tudor-style public toilet building dividing Salisbury Street into two narrow lanes.
- E.129. The representative view is considered to have low value, due to having little visual amenity importance and considerable potential for substitution of elements within the view.

Assessment of Effects

- E.130. The representative view would have a low susceptibility to change as it is experienced by people travelling by road or on the pavement that do not depend on an appreciation of the view. Through combining the identified value and the susceptibility to change the visual receptor’s experiencing the view would have a low sensitivity to the Proposed Scheme.

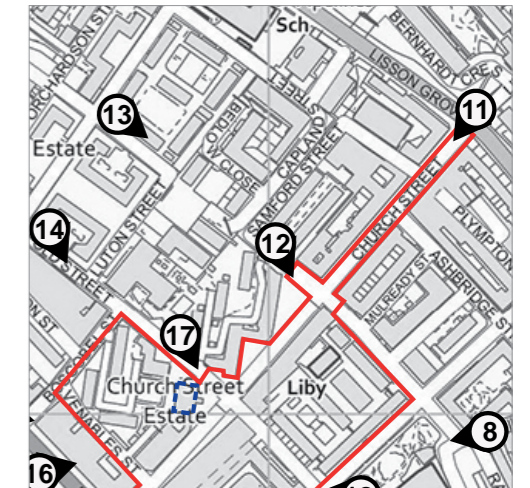
Effects during Demolition and Construction Stage

- E.131. The public realm improvements, tower cranes and scaffolding associated with the construction of the Proposed Scheme would be partially visible in the middle ground of the view. It would have a medium magnitude of impact, in the short to medium term. Through combining this magnitude of impact with the previously established low sensitivity the demolition and construction stage of the Proposed Scheme would have a likely local, temporary, direct, moderate to minor and adverse effect (not significant).

RV 12. Salisbury Street - Proposed



View description
Location: Salisbury Street
National Grid reference: 526999.937E 182142.148N
AOD height of viewing position: 34.589m



Photography details
Height of camera: 1.6m
Date of photograph: 25/08/2021
Time of photograph: 09:09hrs
Lens: 32mm Digital



RV 12. Salisbury Street - Cumulative



Effects during Completed and Operational Stage

- E.132. The Proposed Scheme's B2 building would frame the Salisbury Street and Church Street junction in the middle ground of the view and the B1 building would be visible rising above Wey House. The proposed buildings would be read in conjunction with the existing built form and would be perceived as having a similar height as its surrounding buildings.
- E.133. The supporting Design Code document recognises that the Site B buildings should have variety in their façade material, height, set-back and massing, reflecting the articulation of the Detailed Element. This approach would help to break up the perceived mass of the B1 and B2 buildings.
- E.134. The Proposed Scheme would have a medium magnitude of impact and through combining this magnitude of impact with the low sensitivity, the Proposed Scheme would have a likely local, permanent, direct, moderate to minor and beneficial effect (not significant) on the representative view.

Cumulative Effects during Demolition and Construction Stage

- E.135. The construction of the Proposed Scheme would, subject to programming and phasing, be read in conjunction with the tower cranes and scaffolding associated One Merchant Square (18/05018/FULL) cumulative development, visible in the background of the view. The Proposed Scheme would, when read in conjunction with this cumulative development continue to have a moderate to minor and adverse effect (not significant).

Cumulative Effects during Completed and Operational Stage

- E.136. On completion, there would be a glimpsed view of the One Merchant Square (18/05018/FULL) cumulative development. The Proposed Scheme would, when read in conjunction with this cumulative development would continue to have a moderate to minor and beneficial effect (not significant).

RV 13. Fisherton Street - Baseline



Representative View 13: Fisherton Street

Baseline Conditions

- E.137. Positioned approximately midway along Fisherton Street, next to Huxley House, on its eastern pavement, this representative view is situated broadly 180 metres north of the Application Site. The viewpoint falls on the edge of Fisherton Street Estate Conservation Area and the supporting Audit (Ref. 18) recognises a local view along the street which takes in the exterior walls of the estate's blocks.
- E.138. Fisherton Street provides a linear view from the fore to middle ground, framed by on-street parking. On the south-east (left) side of the street, blue railings and manicured hedges border the five storey red-brick residential property of Huxley House associated with the Fisherton Street Estate Conservation Area. The brown-brick, five storey Eastlake House is visible to the south-west (right) side of the view (outside of the conservation area), along with its off-street courtyard parking bays, trees and low perimeter boundary wall framing its green space.
- E.139. The scaffolding associated with the Luton Street, Capland Street and Bedlow Close (17/08619/FULL) cumulative development, forms the middle ground of the view along with its associated tower cranes. A limited glimpsed view can be gained to the mid-rise yellow brick building of Wey House on the Church Street Estate. This built form prevents a view to the Application Site and its associated buildings.
- E.140. The representative view is considered to have medium value, due to being identified as a local view within the Fisherton Street Estate Conservation Area Audit (Ref. 18) and having a medium to low scenic value.

Assessment of Effects

- E.141. The representative view would have a low susceptibility to change as it is experienced by people travelling by road or on the pavement that do not depend on an appreciation of the view. Through combining the identified value and the susceptibility to change the visual receptor's experiencing the view would have a low sensitivity to the Proposed Scheme.

Effects during Demolition and Construction Stage

- E.142. A view would be gained to the tower cranes and scaffolding associated with the construction of the Proposed Scheme's Site B buildings from this viewpoint, behind the Luton Street, Capland Street and Bedlow Close (17/08619/FULL) cumulative development building. It would have a low magnitude of impact, in the short to medium term. Through combining this magnitude of impact with the previously established low sensitivity the demolition and construction stage of the Proposed Scheme would have a likely local, temporary, direct, minor and adverse effect (not significant).

Church Street

E. Representative View Assessment

RV 13. Fisherton Street - Proposed



View description

Location: Fisherton Street

National Grid reference: 526869.878E 182242.455N

AOD height of viewing position: 35.749m



Photography details

Height of camera: 1.6m

Date of photograph: 25/08/2021

Time of photograph: 15:22hrs

Lens: 32mm Digital



RV 13. Fisherton Street - Cumulative



Effects during Completed and Operational Stage

- E.143. A limited glimpsed view would be gained to the Proposed Scheme's Site B building B2 which would sit behind the Luton Street, Capland Street and Bedlow Close (17/08619/FULL) cumulative development building. The building would be read in conjunction with the existing built form and have limited effect within the view.
- E.144. Overall, the Proposed Scheme would have a very low magnitude of impact. Therefore, through combining this magnitude of impact with the medium sensitivity, the Proposed Scheme would have no effect on the representative view.

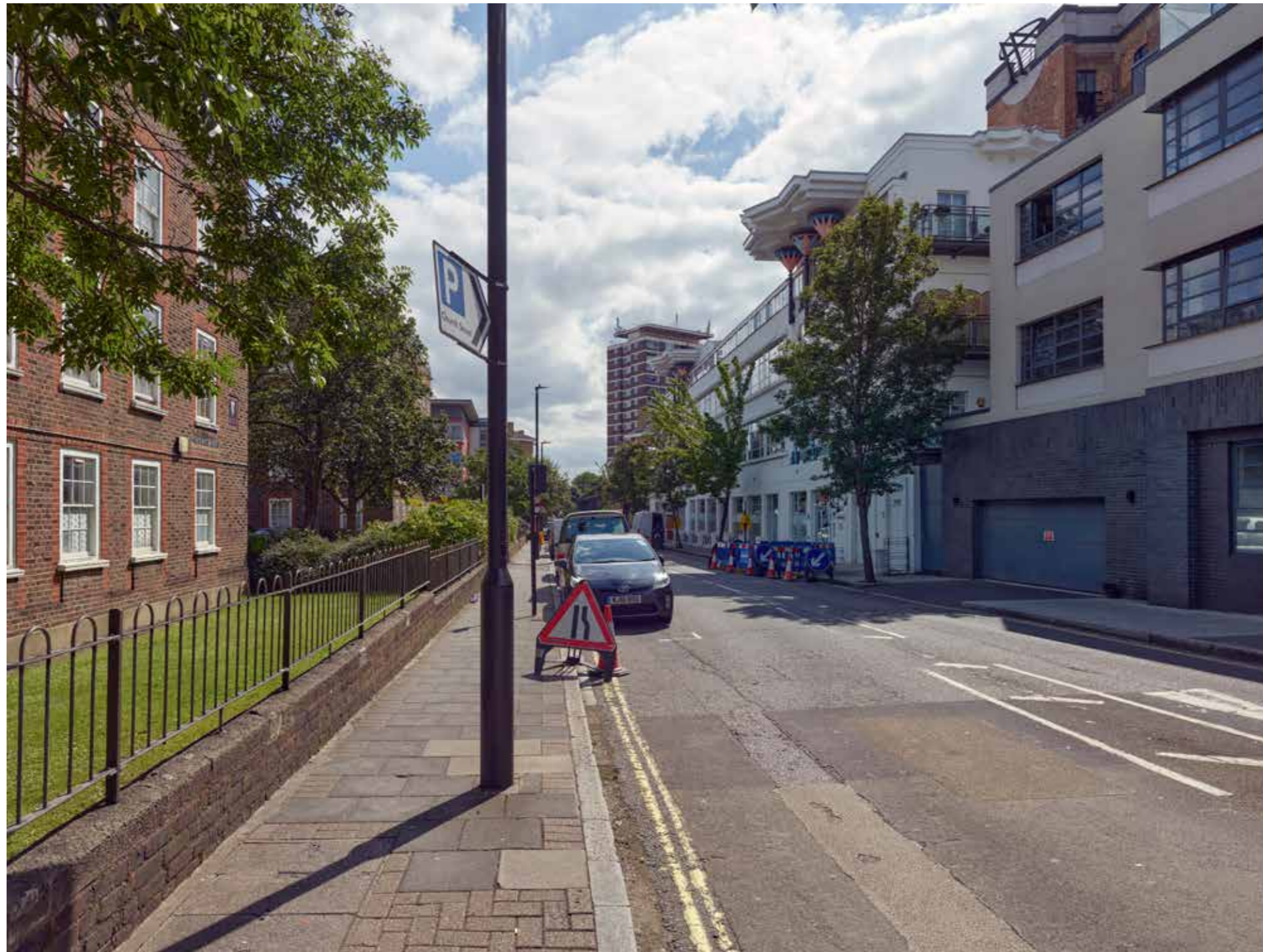
Cumulative Effects during Demolition and Construction Stage

- E.145. The construction of the Proposed Scheme would, subject to programming and phasing, be read in conjunction with the tower cranes and scaffolding associated with the Luton Street, Capland Street and Bedlow Close (17/08619/FULL) cumulative development. The Proposed Scheme would, when read in conjunction with this cumulative development have an increased magnitude of impact to medium to low and result in a moderate to minor and adverse effect (not significant).

Cumulative Effects during Completed and Operational Stage

- E.146. On completion, there would be a partial view of the Luton Street, Capland Street and Bedlow Close (17/08619/FULL) cumulative development. The Proposed Scheme would, when read in conjunction with this cumulative development have an increased magnitude of impact to medium to low and result in a minor and neutral effect (not significant).

RV 14. Penfold Street, junction with Frampton Street - Baseline



Representative View 14: Penfold Street, junction with Frampton Street

Baseline Conditions

- E.147. This representative view is located approximately 90 metres north of the Application Site on the eastern pavement of Penfold Street, directly in front of the junction with Frampton Street (not visible). This linear view looks south towards the Application Site and demonstrates the typical townscape context present to the north of the study area.
- E.148. Seen in the foreground on the south-east (left) side of Penfold Street is the boundary wall associated with the five storey, brown-brick apartment block, Tadema House. Beyond this building, on the corner of Luton Street, a red-brick five storey apartment block can be glimpsed through the street trees, as well as the rooves of the yellow-brick apartment blocks situated on the Church Street Estate.
- E.149. Immediately south-west (right) in the foreground of the view is a part three /part five storeys, grey-brick and white rendered apartment block. Adjacent to this and dominating this side of the street is white, 1920s Art Deco, five storey residential block of the Wallis Building. After this is Boscobel Street, defining part of the Application Site's northern boundary. A glimpsed view can be gained to the Application Site's Isis House and Derry House and beyond this is Kennet House.
- E.150. Penfold Street extends further to the south (centre) of the view and the trees associated with Broadley Street can be glimpsed in the background.
- E.151. The representative view is considered to have low value, due to having little visual amenity importance and considerable potential for substitution of elements within the view.

Assessment of Effects

- E.152. The representative view would have a low susceptibility to change as it is experienced by people travelling by road or on the pavement that do not depend on an appreciation of the view. Through combining the identified value and the susceptibility to change the visual receptor's experiencing the view would have a low sensitivity to the Proposed Scheme.

Effects during Demolition and Construction Stage

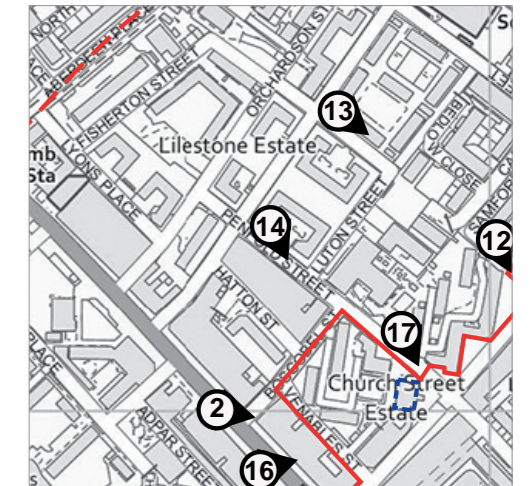
- E.153. The tower cranes and scaffolding associated with the construction of the Proposed Scheme would be partially visible in the middle and background of the view. It would have a medium magnitude of impact, in the short to medium term. Through combining this magnitude of impact with the previously established low sensitivity the demolition and construction stage of the Proposed Scheme would have a likely local, temporary, direct, moderate to minor and adverse effect (not significant).

RV 14. Penfold Street, junction with Frampton Street - Proposed



View description

Location: Penfold Street, junction with Frampton Street
National Grid reference: 526799.975E 182154.718N
AOD height of viewing position: 36.26m



Photography details

Height of camera: 1.6m
Date of photograph: 25/08/2021
Time of photograph: 12:08hrs
Lens: 32mm Digital



RV 14. Penfold Street, junction with Frampton Street - Cumulative



Effects during Completed and Operational Stage

- E.154. The Proposed Scheme's C1 and C4 building would be visible in the middle ground of the view and beyond this the B1 building would frame the Penfold Street and Church Street junction in the background of the view.
- E.155. The supporting Design Code document states that the Sites B and C buildings should have variety in their façade material, height, set-back and massing. This approach would provide visual interest and help to break up the perceived mass the buildings.
- E.156. The Proposed Scheme would be read in conjunction with the existing built form and would be perceived as having a similar height as its surrounding buildings resulting in a low magnitude of impact. Through combining this magnitude of impact with the low sensitivity, the Proposed Scheme would have a likely local, permanent, direct, minor and beneficial effect (not significant) on the representative view.

Cumulative Effects during Demolition and Construction Stage

- E.157. No cumulative developments are visible from this viewpoint and the demolition and construction of the Proposed Scheme would continue to have a minor and adverse effect (not significant).

Cumulative Effects during Completed and Operational Stage

- E.158. No cumulative developments are visible within this representative view and the Proposed Scheme would continue to have a minor and beneficial effect (not significant).

RV 15. Hamilton Terrace - Baseline



Representative View 15: Hamilton Terrace

Baseline Conditions

- E.159. This representative view is taken from a viewpoint that is situated 1.16km to the north-west of the Application Site from a pedestrian island in the centre of the Hamilton Terrace carriageway. The viewpoint falls within and takes in the townscape associated with St John's Conservation Area and the supporting Audit (Ref. 19) and has recognised Hamilton Terrace as providing north / south local views.
- E.160. The junction of Hamilton Terrace and Abercorn Place can be seen in the foreground of the view. Hamilton Terrace extends to the south (centre) of the view and its wide nature is emphasised further with the associated buildings set back from the pavement. The view to the 19th century detached and semi-detached residential villas are softened by the mature London Plane trees that provide a boulevard along Hamilton Terrace.
- E.161. In the far background of the linear view the upper storeys of Kennet House can be glimpsed alongside Bourne House Telephone Exchange. It is considered that the tall buildings of Braithwaite Tower, Hall Tower and Westmark House are likely to be visible to the south-west (right) of the view in the winter when the trees are not in leaf and when the London Plane trees are pollarded.
- E.162. The representative view is considered to have high value, due to being identified as a local view within the St John's Conservation Area Audit (Ref. 19) and having a generally high scenic value.

Assessment of Effects

- E.163. The representative view is experienced by people travelling through the area where the view is likely to be part of the experience and would have medium susceptibility to change. Through combining the identified value and the susceptibility to change the visual receptor's experiencing the view would have a high to medium sensitivity to the Proposed Scheme.

Effects during Demolition and Construction Stage

- E.164. The tower cranes and scaffolding associated with the construction of the Proposed Scheme would be visible in the far background of the linear view and have a low magnitude of impact, in the short to medium term. Through combining this magnitude of impact with the previously established high to medium sensitivity the demolition and construction stage of the Proposed Scheme would have a likely local, temporary, direct, minor and adverse effect (not significant).

Church Street

E. Representative View Assessment

RV 15. Hamilton Terrace - Proposed



View description

Location: Hamilton Terrace

National Grid reference: 526154.606E 182982.638N

AOD height of viewing position: 41.114m



Photography details

Height of camera: 1.6m

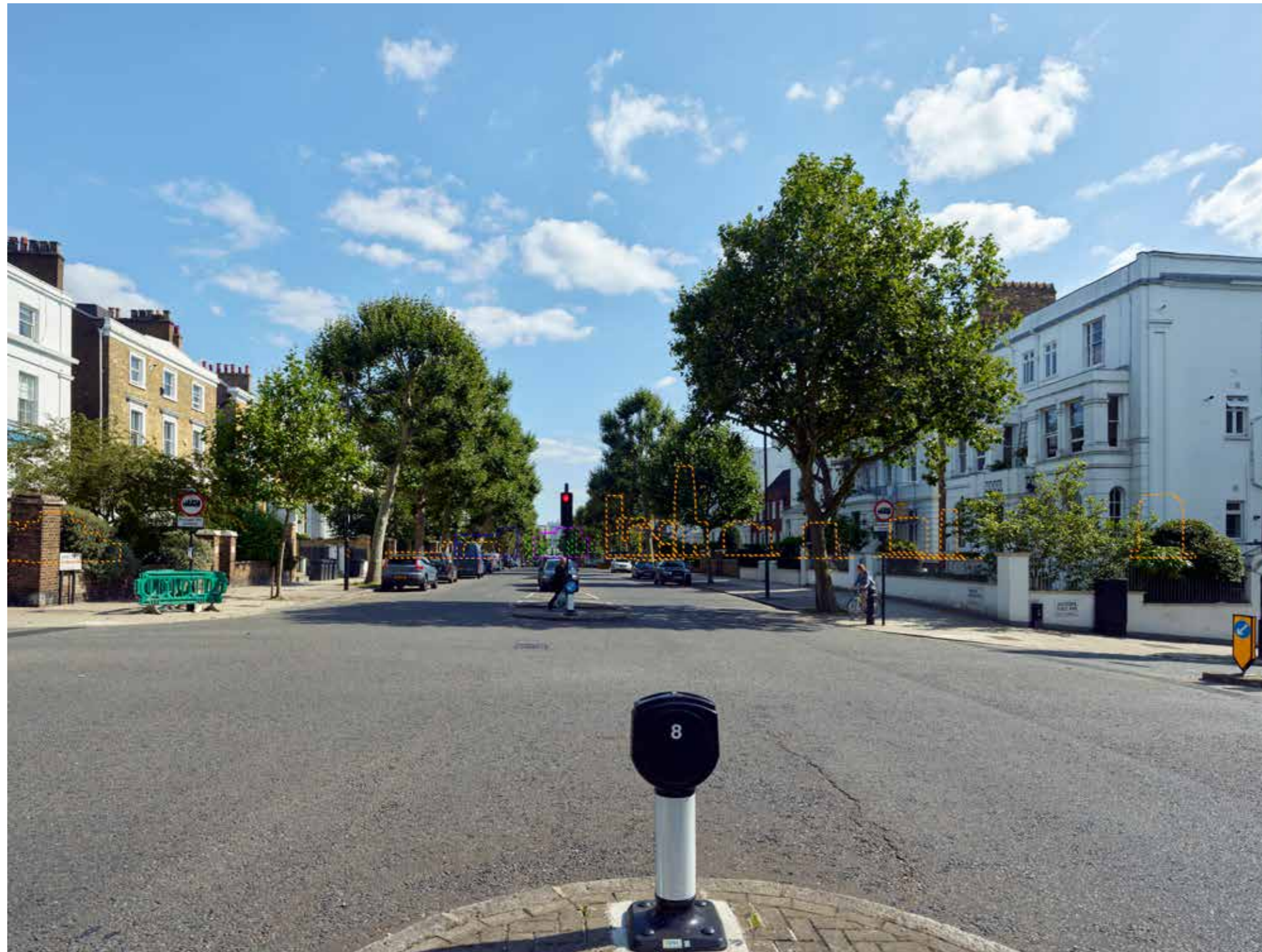
Date of photograph: 25/08/2021

Time of photograph: 14:58hrs

Lens: 32mm Digital



RV 15. Hamilton Terrace - Cumulative



Effects during Completed and Operational Stage

- E.165. The upper floors of the Proposed Scheme's Site C buildings C1, C2 and C3 would be visible alongside Kennet House and in front of Bourne House Telephone Exchange. The buildings would be read in conjunction with the existing built form and have limited effect within the context of the linear view.
- E.166. Overall, the Proposed Scheme would have a very low magnitude of impact. Therefore, through combining this magnitude of impact with the medium sensitivity, the Proposed Scheme would have a likely local, permanent, direct, negligible and neutral effect (not significant) on the representative view.

Cumulative Effects during Demolition and Construction Stage

- E.167. The construction of the Proposed Scheme would, subject to programming and phasing, be read in conjunction with the tower cranes associated with the Former Paddington Green Police Station (21/02193/FULL) and One Merchant Square (18/05018/FULL) cumulative developments. The Proposed Scheme would, when read in conjunction with this cumulative development, continue to have a minor and adverse effect (not significant).

Cumulative Effects during Completed and Operational Stage

- E.168. On completion, there would be a limited glimpsed view of the Former Paddington Green Police Station (21/02193/FULL) and One Merchant Square (18/05018/FULL) cumulative developments in the winter and when the London Plane trees are pollarded. The Proposed Scheme would, when read in conjunction with these cumulative developments, continue to have a negligible and neutral effect (not significant).

RV 16. Edgware Road - Baseline



Representative View 16: Edgware Road

Baseline Conditions

- E.169. This representative view has been taken from the western pavement of Edgware Road, in between representative views 2 and 3. The view looks east and is located approximately 50 metres west of the Application Site.
- E.170. The wide nature of the busy Edgware Road is the focus of the foreground of the view and influences its viewing experience. To the east of the view, on the opposite side of the road, is a terrace of buildings that range in height, façade material and age. The footprint of these buildings, however, provides a broadly consistent frontage to this road at ground floor level. In the far mid-distance are the tall buildings of Bourne House and Capital House.
- E.171. The representative view is considered to have low value as it has a low local scenic quality and importance and there is considerable potential for substitution of some elements in the view.

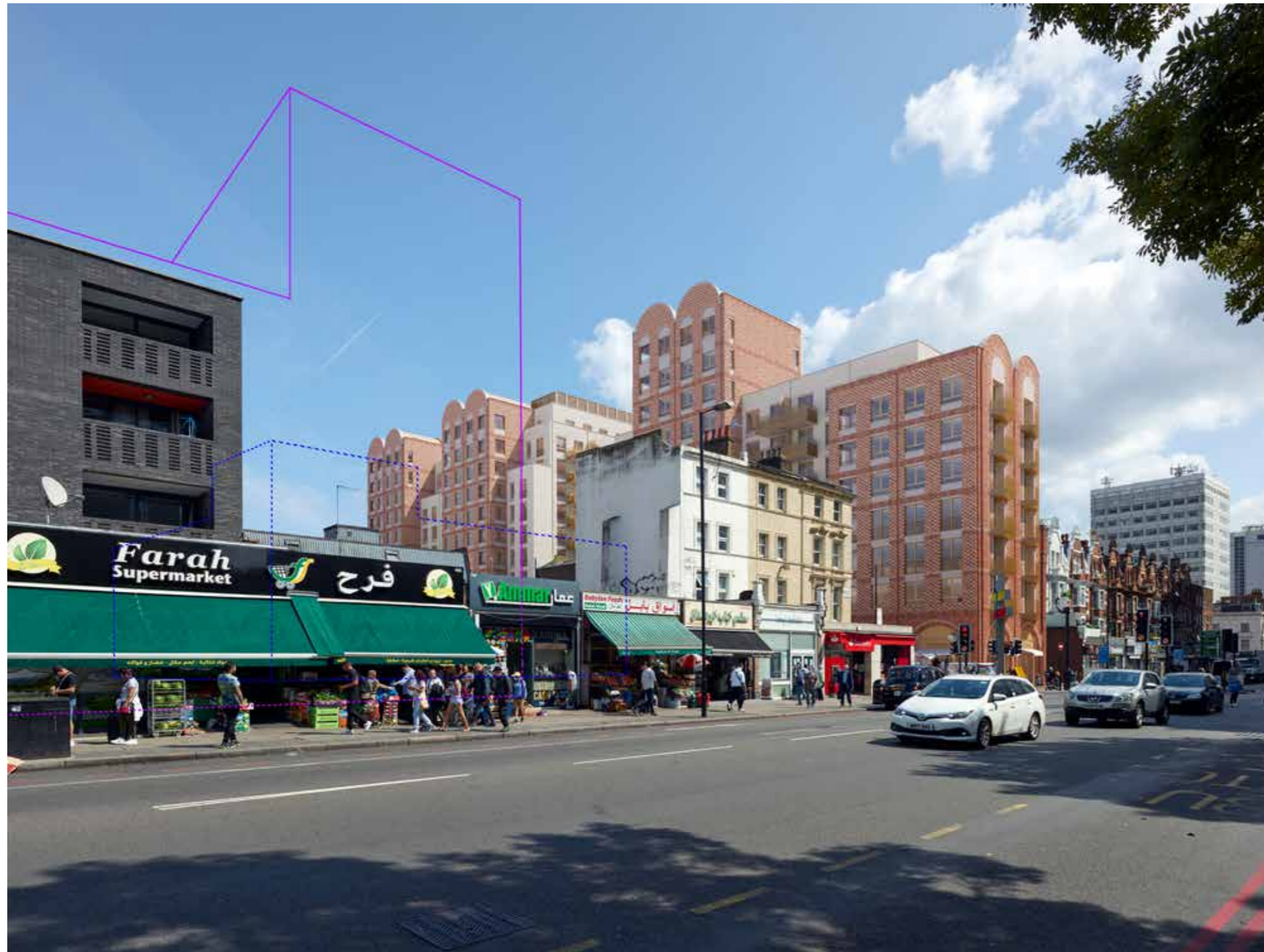
Assessment of Effects

- E.172. The representative view would have a low susceptibility to change as it is experienced by people travelling by road or on the pavement that do not depend on an appreciation of the view. Through combining the identified value and the susceptibility to change the visual receptor's experiencing the view would have a low sensitivity to the Proposed Scheme.

Effects during Demolition and Construction Stage

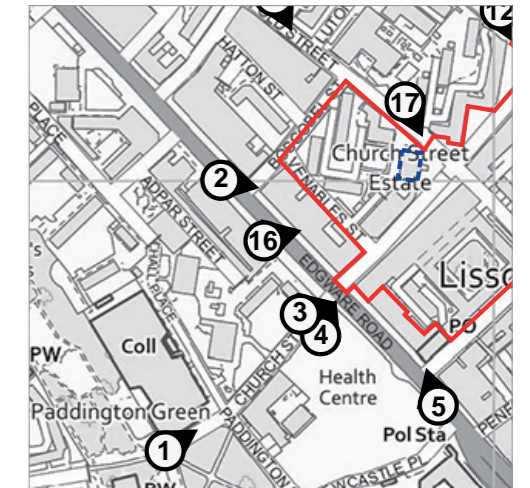
- E.173. The tower cranes and scaffolding associated with the construction of the Proposed Scheme would be partially visible in the middle and background of the view and have a high magnitude of impact, in the short to medium term. Through combining this magnitude of impact with the previously established low sensitivity the demolition and construction stage of the Proposed Scheme would have a likely local, temporary, direct, moderate and adverse effect (significant).

RV 16. Edgware Road - Proposed



View description

Location: Edgware Road
National Grid reference: 526826.33E 181940.492N
AOD height of viewing position: 33.354m

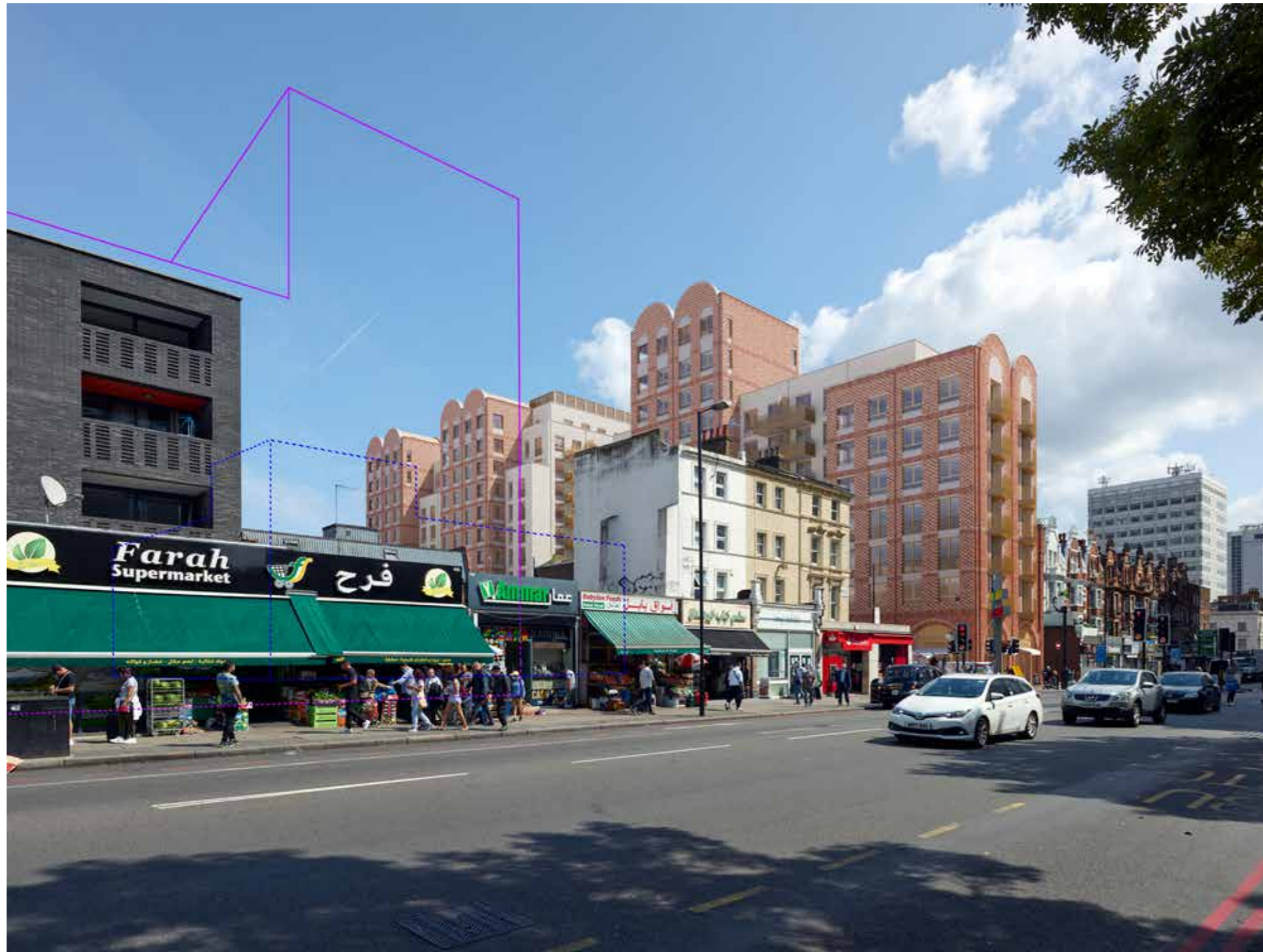


Photography details

Height of camera: 1.6m
Date of photograph: 24/08/2021
Time of photograph: 13:15hrs
Lens: 32mm Digital



RV 16. Edgware Road - Cumulative



Effects during Completed and Operational Stage

- E.174. The upper floors of the Proposed Scheme's taller A2 and C1 buildings would mark the entrance to Church Street within the views. The shoulder building to the A2 building with its distinct barrel vault roof would address Edgware Road, whilst the C2 building would be glimpsed rising above the buildings that address the road. The buildings would celebrate the entrance to Church Street from Edgware Road, aiding with orientation towards its associated market.
- E.175. The varied façade material, height, set-back and massing within the Proposed Scheme's buildings help to break up its perceived mass within the view from this viewpoint. The window depths and surrounding façade treatment provides a hierarchy to the base, middle and barrel vault roof crown of the building.
- E.176. The Proposed Scheme would have a medium magnitude of impact and through combining this magnitude of impact with the low sensitivity it would have a likely local, permanent, direct, moderate to minor and beneficial effect (not significant) on the representative view.

Cumulative Effects during Demolition and Construction Stage

- E.177. No cumulative developments are visible from this viewpoint and the demolition and construction of the Proposed Scheme would continue to have a moderate and adverse effect (significant).

Cumulative Effects during Completed and Operational Stage

- E.178. No cumulative developments are visible within this representative view and the Proposed Scheme would continue to have a moderate to minor and beneficial effect (not significant).

RV 17. Penfold Street, near Kennet House - Baseline



Representative View 17: Penfold Street, near Kennet House

Baseline Conditions

- E.179. Positioned approximately 25 metres north-east of the Application Site this representative view is taken from a viewpoint on the eastern pavement of Penfold Street. The view illustrates the typical townscape present to the north of the Application Site.
- E.180. Seen in the foreground, to the south-east (left) side of Penfold Street, is Wytham House and Charwell House the five and seven storeys apartment blocks situated within the Church Street Estate. Beyond these buildings is the junction of Penfold Street and Church Street and the Application Site's Eden House can be glimpsed.
- E.181. The tall building of Kennet House is visible to the south-west (right) side of the street and beyond this the market stalls associated with Church Street Market can be seen in front of the Application Site's Lord High Admiral House Public House and Blackwater House.
- E.182. Penfold Street extends further to the south (centre) of the view and the trees associated with Broadley Street can be glimpsed in the background.
- E.183. The representative view is considered to have low value, due to having little visual amenity importance and considerable potential for substitution of elements within the view.

Assessment of Effects

- E.184. The representative view would have a low susceptibility to change as it is experienced by people travelling by road or on the pavement that do not depend on an appreciation of the view. Through combining the identified value and the susceptibility to change the visual receptor's experiencing the view would have a low sensitivity to the Proposed Scheme.

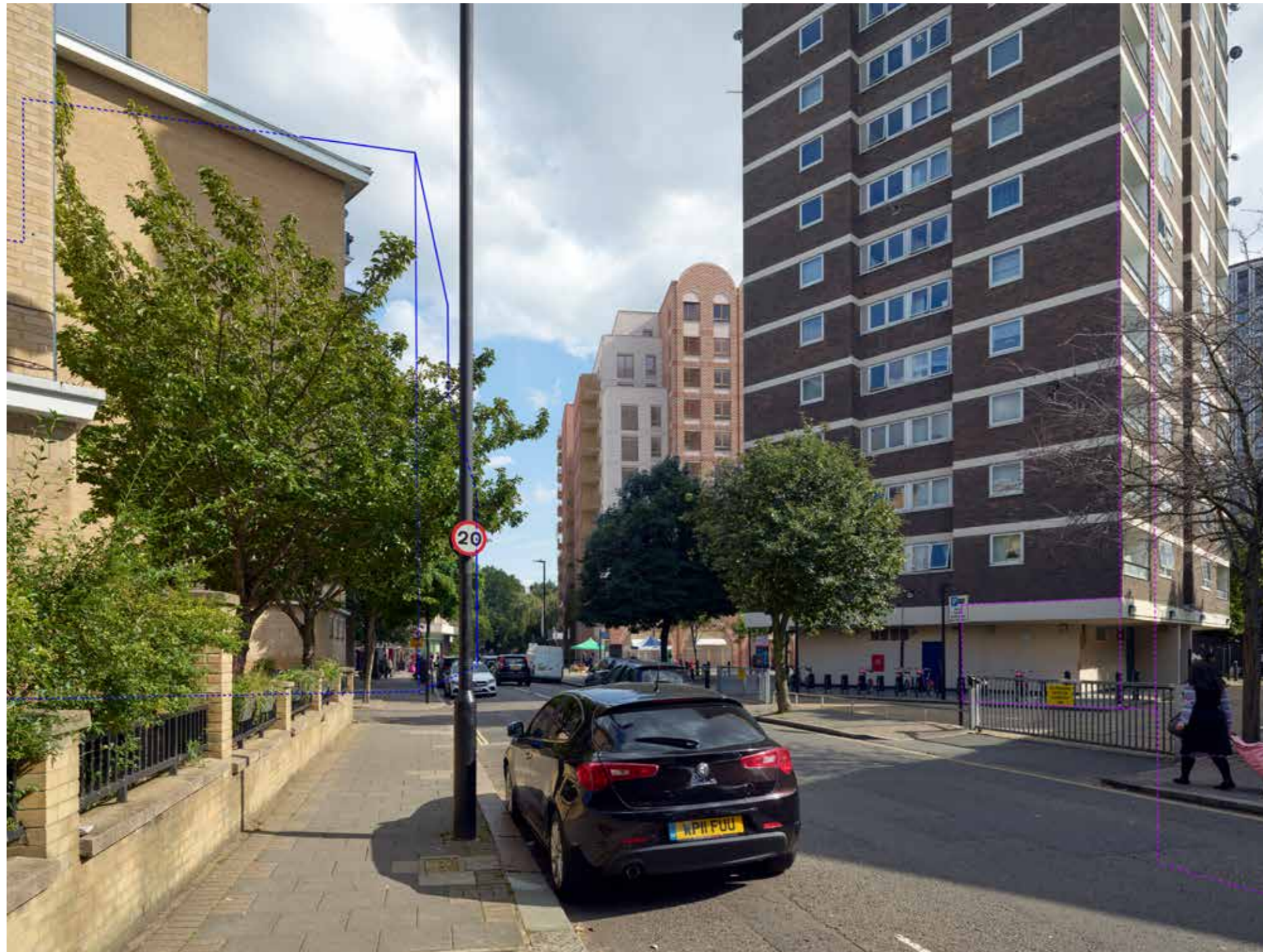
Effects during Demolition and Construction Stage

- E.185. The public realm improvements, tower cranes and scaffolding associated with the construction of the Proposed Scheme would be partially visible in the middle and background of the view. It would have a medium magnitude of impact, in the short to medium term. Through combining this magnitude of impact with the previously established low sensitivity the demolition and construction stage of the Proposed Scheme would have a likely local, temporary, direct, moderate to minor and adverse effect (not significant).

Church Street

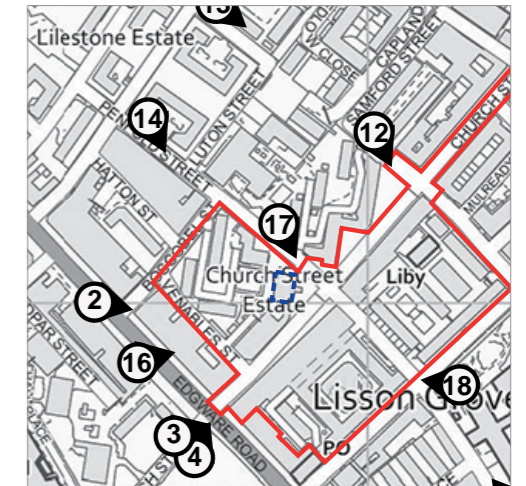
E. Representative View Assessment

RV 17. Penfold Street, near Kennet House - Proposed



View description

Location: Penfold Street, near Kennet House
National Grid reference: 526924.422E 182057.1592N
AOD height of viewing position: 34.157m



Photography details

Height of camera: 1.6m
Date of photograph: 24/08/2021
Time of photograph: 15:54hrs
Lens: 32mm Digital



RV 17. Penfold Street, near Kennet House - Cumulative



Effects during Completed and Operational Stage

- E.186. The Proposed Scheme's buildings would be read in conjunction with the existing built form and would be perceived as having a similar height as its surrounding buildings. The vertical arrangement and style of windows and balconies provides visual interest and include a barrel vault roof crown to the building facing Church Street. Their proposed façade materials would be high quality and durable, with compatible colours, tones and textures.
- E.187. Overall, the Proposed Scheme would have a medium magnitude of impact. Therefore, through combining this magnitude of impact with the low sensitivity, the Proposed Scheme would have a likely local, permanent, direct, moderate to minor and beneficial effect (not significant) on the representative view.

Cumulative Effects during Demolition and Construction Stage

- E.188. No cumulative developments are visible from this viewpoint and the demolition and construction of the Proposed Scheme would continue to have a moderate to minor and adverse effect (not significant).

Cumulative Effects during Completed and Operational Stage

- E.189. No cumulative developments are visible within this representative view and the Proposed Scheme would continue to have a moderate to minor and beneficial effect (not significant).

RV 18. Broadley Street Gardens - Baseline



Representative View 18: Broadley Street Gardens

Baseline Conditions

- E.190. This representative viewpoint is located at the north-west exit of Broadley Street Gardens, some 10 metres to the south of the Application Site. It demonstrates the Application Site's townscape along its southern boundary.
- E.191. The foreground of the view takes in the junction of Broadley Street and Penfold Street, both local residential streets. The Application Site's building of Lambourne House can be seen the fore and middle ground of the view addressing the urban block of Site A. This part four / part five storeys building is constructed with red brick with horizontal white banding marking the concrete slab of each of the storeys. Glazing and metal panelling provide vertical banding to the southern façade of the building.
- E.192. The eastern block of Lambourne House is set back from Penfold Street to accommodate the entrance to an underground carparking area. Beyond this the Lord High Admiral House Public House associated with the Application Site's Blackwater House can be glimpsed marking the junction of Penfold Street and Church Street. Kennet House rises above this building to the north (right) of the view.
- E.193. In the background of the view, to the west (left), is West End Gate's mid to high-rise residential apartment buildings that are currently under construction.
- E.194. The representative view is considered to have low value, due to having little visual amenity importance and considerable potential for substitution of elements within the view.

Assessment of Effects

- E.195. The representative view would have a low susceptibility to change as it is experienced by people travelling by road or on the pavement that do not depend on an appreciation of the view. Through combining the identified value and the susceptibility to change the visual receptor's experiencing the view would have a low sensitivity to the Proposed Scheme.

Effects during Demolition and Construction Stage

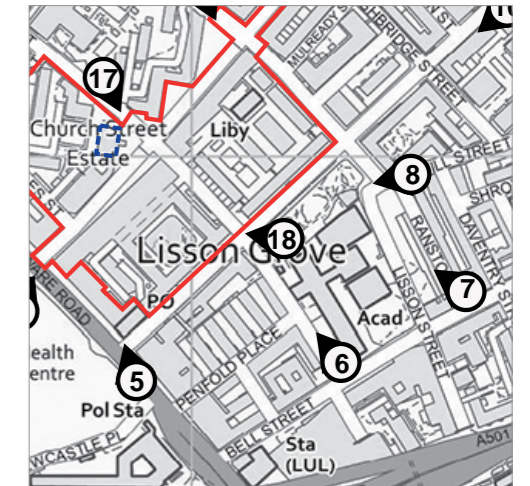
- E.196. The scaffolding associated with the construction of the Proposed Scheme would be visible within the fore and middle ground of the view and have a high magnitude of impact, in the short to medium term. Through combining this magnitude of impact with the previously established low sensitivity the demolition and construction stage of the Proposed Scheme would have a likely local, temporary, direct, moderate and adverse effect (significant).

RV 18. Broadley Street Gardens - Proposed



View description

Location: Broadley Street Gardens
National Grid reference: 527056.013E 181933.327N
AOD height of viewing position: 32.624m



Photography details

Height of camera: 1.6m
Date of photograph: 29/08/2021
Time of photograph: 11:51hrs
Lens: 32mm Digital



RV 18. Broadley Street Gardens - Cumulative



Effects during Completed and Operational Stage

- E.197. The Proposed Scheme's A1 building would be visible within the fore and middle ground of the view, addressing both Broadley Street and Penfold Street, whilst A2 building would also be visible bordering the former within the middle ground of the view. A glimpsed view would be gained to the Proposed Scheme's C3 and C4 buildings behind Kennet House to the north of the view.
- E.198. Overall, the Proposed Scheme would have a high magnitude of impact on the view from this viewpoint and through combining this with the medium sensitivity, the Proposed Scheme would have a likely local, permanent, direct, moderate effect (significant) on the representative view.
- E.199. The image demonstrates the alternating taller, red brick, 'villas' and lower, light brick, link buildings. These sit on a ground floor plinth that marks a semi-circular arched entrance to the residential apartments. The arrangement and style of windows and balconies provides a hierarchy between the base, middle and barrel vault roof crown of the building. The Proposed Scheme would improve the visual receptor's view and result in a beneficial effect.

Cumulative Effects during Demolition and Construction Stage

- E.200. No cumulative developments are visible from this viewpoint and the demolition and construction of the Proposed Scheme would continue to have a moderate and adverse effect (significant).

Cumulative Effects during Completed and Operational Stage

- E.201. No cumulative developments are visible within this representative view and the Proposed Scheme would continue to have a moderate and beneficial effect (significant).

RV 19. Ivor Place, junction with Park Road - Baseline



Representative View 19: Ivor Place, junction with Park Road

Baseline Conditions

- E.202. Located 680 metres to the east of the Application Site this representative view takes in the linear view offered by the narrow highway of Ivor Place. The viewpoint falls within and takes in the townscape associated with Dorset Square Conservation Area and the supporting Audit and Management Proposals (Ref. 22) and has been recognised as providing a panoramic view.
- E.203. The junction of Ivor Place and Glentworth Street is visible in the foreground of the view, along with the grade II* listed building of the Church of St Cyprian to the south-west (left) of the view and the grade II listed building of the Francis Holland School to the north-west (right). Ivor Place forms a linear view from the mid-distance to the background, framed by buildings within a broadly consistent building line and height of three to four storeys.
- E.204. Punctuating the view at the end of Ivor Place is the eastern façade of the conservation area identified landmark of Marylebone Railway Station. Rising above the roof of the station is the tall building of Braithwaite Tower. Intervening built form prevents a view to the Application Site and its associated buildings.
- E.205. The representative view is considered to have high value, due to being identified as a local view within the Dorset Square Conservation Area Audit and Management Proposals (Ref. 22) and having a generally high scenic value.

Assessment of Effects

- E.206. The representative view would have a low susceptibility to change as it is experienced by people travelling by road or on the pavement that do not depend on an appreciation of the view. Through combining the identified value and the susceptibility to change the visual receptor's experiencing the view would have a medium sensitivity to the Proposed Scheme.

Effects during Demolition and Construction Stage

- E.207. The tower cranes and scaffolding associated with the construction of the Proposed Scheme would be visible behind Marylebone Railway Station and have a low magnitude of impact, in the short to medium term. Through combining this magnitude of impact with the previously established medium sensitivity the demolition and construction stage of the Proposed Scheme would have a likely local, temporary, direct, minor and adverse effect (not significant).

Church Street

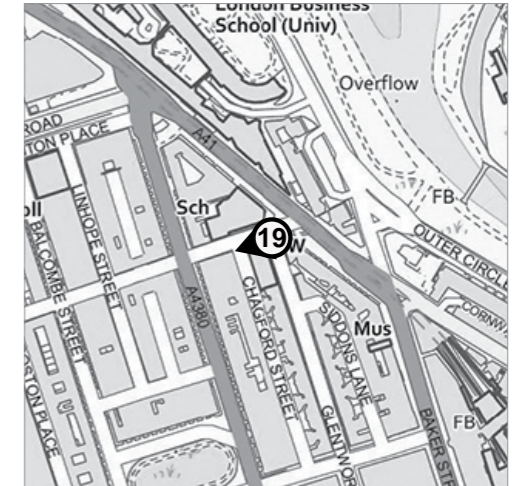
E. Representative View Assessment

RV 19. Ivor Place, junction with Park Road - Proposed



View description

Location: Ivor Place, junction with Park Road
National Grid reference: 527763.046E 182236.497N
AOD height of viewing position: 28.422m



Photography details

Height of camera: 1.6m
Date of photograph: 25/08/2021
Time of photograph: 11:01hrs
Lens: 32mm Digital



RV 19. Ivor Place, junction with Park Road - Cumulative



Effects during Completed and Operational Stage

E.208. The Proposed Scheme's taller buildings of B1 and C1 would sit behind Marylebone Railway Station and in front of the Braithwaite Tower. The buildings would be read in conjunction with the existing built form and have limited effect within the context of the linear view. Overall, the Proposed Scheme would have a very low magnitude of impact. Therefore, through combining this magnitude of impact with the medium sensitivity, the Proposed Scheme would have a likely local, permanent, direct, negligible and neutral effect (not significant) on the representative view.

Cumulative Effects during Demolition and Construction Stage

E.209. No cumulative developments are visible from this viewpoint and the demolition and construction of the Proposed Scheme would continue to have a minor and adverse effect (not significant).

Cumulative Effects during Completed and Operational Stage

E.210. No cumulative developments are visible within this representative view and the Proposed Scheme would continue to have a negligible and neutral effect (not significant).

F. AVR METHODOLOGY

Qualifications

- F.1. Hayes Davidson was founded in 1989 to specialise in computer aided architectural illustration. The company has a team which deals exclusively in the creation of three dimensional digital models and the representation of buildings and cities. The team is overseen by Joint Managing Partners David Bullock and Neil Hughes, and is coordinated on a day to day basis by partners all of whom have architectural, technical and artistic experience. A Planning and/or Technical Director oversee all projects where geometric definition and accuracy is required. Hayes Davidson has been invited to sit on judging panels for a number of architectural illustration awards, and lecture on computer aided illustration techniques, perception and three dimensional representation.
- F.2. Hayes Davidson is an employee-owned studio based in Paddington founded by Alan Davidson. Alan Davidson pioneered the original verification process for illustrative planning imagery and provided key evidence at inquiry for many of London's high profile schemes. His legacy, an eye for detail and keen understanding of visual perception continues as a strong guiding principle in every project undertaken by the team.
- F.3. Hayes Davidson is considered to be one of the most experienced architectural computer imaging companies working in the UK having produced over 40,000 'virtual' or 'computer aided' images since 1989. The work of Hayes Davidson has been acknowledged as pioneering; advancing the use of computer technologies in the representation of buildings. The work of the studio has been widely published. Some of Hayes Davidson's computer generated artwork forms part of the Royal Institute of British Architects Drawings Collection.
- F.4. The following reference for Hayes Davidson comes from Dr. Neil Bingham, Assistant Curator of the Royal Institute of British Architects Drawings Collection:
- "The RIBA Drawings Collection was established at the foundation of the RIBA in 1834, now holds an estimated 3/4 million drawings, and is considered one of the finest architectural collections in the world. Since 1994, the RIBA has been acquiring the work of Hayes Davidson. The Drawings Collection recognise their work as representing some of the highest quality and most important architectural illustration of the late 20th Century."*
- F.5. Hayes Davidson has produced evidence for the Heron Tower, Doon Street Tower, 1+20 Blackfriars, Newcastle Quayside, High Holborn and the London Bridge Tower Public Inquiries. On many occasions the material produced by Hayes Davidson has been accepted and praised by the Inquiry.

Work Commissioned

- F.6. Hayes Davidson were commissioned by Westminster City Council.
- F.7. All drawn and digital information regarding the proposed development was supplied to Hayes Davidson in digital format by Bell Phillips Architects.
- F.8. Choice of simulation technique and media employed
- F.9. It is important to emphasise that no media can currently reproduce the human experience of viewing a scene. There is no method of analysis or representation that will accurately summarise every lighting, material, social, sensory or climatic condition.
- F.10. A photomontage is the superimposition of an image onto a photograph for the purpose of creating a realistic representation of proposed or potential changes to a view. Printed photomontage allows the highest resolution and allows the eye to see the greatest detail. In this way it starts to simulate the effect of looking at a view from a single position.
- F.11. Setting aside time of day and year and local climatic conditions, the different aspects of a building that contribute to its aesthetic appearance can be summarised as follows: (For the purpose of simplicity we will disregard the speed of walking and social and other sensory influences but these are also relevant).
1. proportion (height, width)
 2. distance/depth from viewer
 3. outline and definition of building edges
 4. the viewers 360° awareness of the surroundings
 5. position in view
 6. the effect of light on and the nature of the buildings materials
 7. night lighting
 8. nature of surrounding buildings/structures (shadowing and reflection)
- F.12. Not all simulation techniques can be verified and where detailed analysis of materials and their behaviour to light are to be considered, no wholly objective analysis method is possible, and the architect and Hayes Davidson work together to apply subjective judgement.

Photography

- F.13. All photography was carried out by a professional architectural photographer using the following equipment:
Camera: Cambo WRS 1600, Phase One IQ1 - 100
Lens: Rodenstock HR Diagon - W 32mm
- F.14. The images were processed by the photographer to achieve results that best reflected the experience of each scene at the time of the photography.
- F.15. Each scene was recorded using a survey marker to accurately identify the view location. A plumb line was used to ensure that the centre of the camera was directly over the surveyed viewing position at a height of 1.60 metres. A log was kept of the time and date that each photograph was taken so that lighting conditions could be recreated in the computer model.
- F.16. There is no single definitive camera and lens format that is suitable for all photomontage planning work. Choices need to be made with care and clearly explained through method statement/annotation. Townscape photography taken with a 40° lens (50mm lens/35mm camera) is most often likely to be inadequate for purpose and is not recommended. To insist, as some do, that only 40° lenses should be used is unrealistic. If chosen appropriately, correctly annotated, and with professional understanding by those assessing, there is little to be lost by using wider angle lenses (up to 70°), as this can add peripheral information that more closely reflects our 'experience' of a scene.
- F.17. Very wide angle single lens views can minimise impact and as such this technique is also inappropriate. Through a careful choice of lenses that allow wider fields of view, townscape is able to be better assessed. The use of hybrid lenses/photographic solutions (ref. Multi-Lens section 7.3) ensures that distortion issues can be minimised for panoramic images.
- F.18. Hayes Davidson recommends that all parties are mindful that Environmental Statement photomontage should be used as a complement to site based assessment.



fig 1a the camera



fig 1b the camera in position



fig 2 example of processed image

Surveying

- F.19. Hayes Davidson identified key static points such as building corners, garden features and fencing within each photograph. A chartered measured engineering surveying company surveyed the points as described below and the information was issued digitally. The surveyors identified 3 or 4 objects within the scene, which fell along the horizon line of each photograph. Numbered camera positions were surveyed using line of sight surveying and aligned to the local site grid in easting, northing and elevation supplied by the architect and to the Ordnance Survey National Grid (OSGB36) in easting and northing, and in elevation to the Ordnance Survey Datum (OSD) using the OSTN02 GPS transformation.
- F.20. A line of sight, two station baseline is established, coordinated and levelled utilising GPS observations.
- F.21. The survey control stations were observed by GPS observations and traversed from GPS-observed points. The Ordnance Survey OSNET active GPS correction service was used to transform the data to the Ordnance Survey National Grid and Datum and is accurate in both position and height. Relative height accuracies comparable to geodetic levelling can be achieved, without visiting any existing OS bench marks. Finally, these positions are transformed to the local grid and to a 'pseudo' OS grid which has a scale factor of 1.0.
- F.22. A Total Station capable of measuring horizontal and vertical angle observations combined with an internal co-axial non contact distance measuring device accurately measured and stored the three dimensional coordinates of the key features from the control stations.
- F.23. The required horizon line within the image is established using the horizontal collimation of the Total Station. The horizon line coordinates were surveyed and stored.

Surveying equipment used:
GPS - Leica Viva GS14
GNSS - Leica Nova TS60 Total Station with a 0.5" angle measuring accuracy and 2mm and 2ppm distance measuring accuracy.
- F.24. Processed Data Delivery:

Coordinate and level data in Excel file format DWG and JPG files detailing the observed points and the horizon line.



fig 3a AutoCAD DWG showing marked up surveyed context points



fig 3c Trimble 5600 Reflectorless Total Station

HayesDavidson Accurate Visual Representation - surveyed viewpoints					
Project name:	Poplar Business Park			Date:	02/05/2010
Job reference:	WG001			View reference:	View 3
OS Grid co-ordinates					
	Reference	Easting	Northing	Elevation	Accuracy (A-D)
Camera Position	L3	538369.211	180363.220	5.434	A
Surveyor viewpoint1	SV1	538250.536	180431.204	23.796	A
Surveyor viewpoint2	SV2	538222.242	180497.941	18.624	A
Surveyor viewpoint3	SV3	538238.276	180497.432	23.822	A
Surveyor viewpoint4	SV4	537838.268	181044.153	62.131	A
Surveyor viewpoint5	SV5	537981.825	181023.878	55.818	D
Surveyor viewpoint6	SV6	538063.733	180940.239	54.953	A
Surveyor viewpoint7	SV7	538209.542	180728.334	27.670	A
Surveyor viewpoint8	SV8	538266.412	180672.075	73.630	A
Surveyor viewpoint9	SV9	538364.933	180372.964	5.325	A
Surveyor viewpoint10	SV10	538367.095	180393.236	5.435	A
Surveyor viewpoint11	SV11	538395.996	180510.867	12.527	A
Surveyor viewpoint12	SV12	538374.180	180380.060	5.576	A
Surveyor viewpoint13	SV13	537852.072	181047.347	62.174	A
Surveyor viewpoint14	SV14	538253.487	180648.421	76.588	A
Surveyor viewpoint15	SV15	538269.285	180650.934	76.602	A
Surveyor viewpoint16	SV16	538266.358	180672.066	48.239	A
Surveyor viewpoint17	SV17	538263.602	180701.649	47.244	A

fig 3b Survey coordinates supplied as an Excel file

Digital Images and Colour Correction

- F.25. The digital images supplied by the photographer were saved as Photoshop PSD/TIFF/JPG files for use in the verification process.
- F.26. Using the surveyed horizon points as a guide, each image is checked and rotated, if necessary, to ensure that the horizon line on the photograph is level, based upon the information received from the surveying team.
- F.27. Any incorrect colour 'casts' are adjusted to match the original processed image. Similarly the brightness/contrast ratios of the image are corrected to match the original image (fig. 4b).
- F.28. In professional architectural photography, having the camera pointing 'horizontally' (parallel with the ground) is desirable to ensure that vertical elements of the photographed scene remain perpendicular to the horizon. In reality the eye and brain compensate for non-perpendicular verticals and it is desirable to replicate this with photography. The tripods used by professional architectural photographers have built-in spirit level 'bubbles' to assist the photographer in keeping the vertical building elements 'vertical'.
- F.29. Following from 6.3 above, the cameras used by professional architectural photographers have the ability to 'shift' the camera back upwards which removes the 'static' nature of having the horizon midway along the vertical dimension of the photograph (as opposed to a standard 35mm camera) and allows for the inclusion of more sky over immediate foreground. This is standard practice within architectural photography and more realistically reflects the viewers experience on site.
- F.30. The 'virtual' cameras in proprietary 3D software typically do not have this 'shift-negative' feature and so their horizon line will always bisect the vertical dimension of the view when the virtual camera's view cone is positioned parallel to the ground plane. Consequently the digital image is further resized to ensure that the surveyed horizon line bisects the background image in the vertical dimension. (fig 4b).



fig 4a High resolution image as supplied before colour correction



fig 4b High resolution image after colour correction. The image has been rotated and resized to ensure that the surveyed horizon line is level and bisects the vertical dimension equally

The 3D Model and View Verification Process

- F.31. All drawn and digital information regarding the proposed development was supplied to Hayes Davidson in digital format by Bell Phillips Architects.
- F.32. At each view position a virtual camera was set up in the 3D software using the coordinates provided by the surveyor. The coordinates of the surveyed verification points were used to create accurate reference points in 3D space. The scene was verified by aligning the surveyed points between the data scene and the photograph (fig. 5a). This alignment is then quality checked by a select pool of experienced partners. Where improvements are deemed necessary, the alignment is amended and re-checked until the required accuracy is achieved.
- F.33. Hayes Davidson used a 3D model of the proposed development supplied by Bell Phillips Architects. This computer model was precisely aligned to the surveyed coordinate system and the aligned scene using information provided by Bell Phillips Architects. Hayes Davidson received confirmation from Bell Phillips Architects that the position and height of the proposed development was correct to their designs (fig. 5b)
- F.34. Where multiple images were required to create the wider scene, Hayes Davidson used an in-house technique called Multi-Panel. Each individual image was aligned using the process above, then the virtual cameras are merged into a single scene in the 3D software, thus creating a merged wide image. This technique reduces the distortion caused by using wider lenses.
- F.35. Using the verified camera described previously, the computer produces an image, known as a render, of the proposed building using the geometry specified. This render is then utilised within compositing software to create the varying image styles (fig. 5c).



fig 5a Contextual survey points matched to the scene



fig 5b The wireframe 3D model placed into the scene



fig 5c The wireline image

Image Production

- F.36. Buildings with a similar orientation to the proposed building within the scene can be used as a reference to obtain valuable visual clues as to how the light would react with the proposed building.
- F.37. Hayes Davidson analysed the scene and assessed tonal values. We used the computer to take multiple digital samples of values for hue, saturation and brightness from a number of scenes in the photography. From this an analysis and assessment of the likely tonal and colour values in the scene was made.
- F.38. The computer generated image of the proposals is combined with the background photography using proprietary digital compositing software.

Notes

- F.39. Subject to accurate survey information, the position and scale of a building in a scene can be verified mathematically. Whilst position, height and scale will be objectively accurate, subjective judgement must be used when lighting is being assessed and therefore a definitive and objectively verified agreement on lighting is not possible.
- F.40. The computer can accurately assess the relative contrast between the faces of a building at a particular time. The computer can also render approximate material definitions. However, not every aspect of what is seen visually on screen is able to be simulated using an automatic or wholly objective process. Reflected light, local lighting conditions, detailed material definitions, climatic conditions including moisture content of the air both across the scene as a whole and locally cannot be accurately assessed or simulated by current computer technology.
- F.41. Hayes Davidson therefore turn to the scene for visual clues in order to set the render of the proposed development into the photograph.



fig 6a The scene with the features in the foreground marked so that the proposed development can be positioned



fig 6b The rendered model of the development accurately positioned



fig 6c The completed photomontage

Church Street

F. AVR Methodology

View No.	Location	Summer / Winter	Rendered/ Wireline	Camera/ Tripod height (m)	Single / Multipanel	Horizontal field of view (degrees)	Vertical field of view (degrees)	Lens used (mm)	Date	Time	Easting (m)	Northing (m)	Elevation (mAOD)	Eye Level (mAOD)	Distance from Scheme (m)	Bearing (degrees)
1	Paddington Green	Summer	Wireline	1.6	Single	80	64.5	32	25/08/21	13:56	526729.026	181769.324	32.365	33.965	213.312	51.1356
2	Edgware Road, junction with Boscobel Street	Summer	Wireline	1.6	Single	80	64.5	32	24/08/21	13:28	526768.704	182003.553	33.957	35.557	147.886	94.018
3	Edgware Road, junction with Church Street looking south-east	Summer	Render	1.6	Single	80	64.5	32	24/08/21	14:50	526837.636	181881.29	33.358	34.958	58.2657	58.089
4	Edgware Road, junction with Church Street looking north-east	Summer	Wireline	1.6	Single	80	64.5	32	24/08/21	15:23	526846.461	181876.309	33.225	34.825	54.4553	34.2039
5	Edgware Road, junction with Broadley Street	Summer	Render	1.6	Single	80	64.5	32	24/08/21	11:13	526964.775	181798.775	32.384	33.984	71.399	350.062
6	Penfold Street, junction with Bell Street	Summer	Wireline	1.6	Single	80	64.5	32	24/08/21	11:52	527121.855	181823.859	32.36	33.96	142.055	319.339
7	Ranston Street	Summer	Wireline	1.6	Single	80	64.5	32	24/08/21	12:32	527221.838	181885.216	31.068	32.668	196.513	319.8
8	Ashmill Street, junction with Ranston Street	Summer	Wireline	1.6	Single	80	64.5	32	24/08/21	10:52	527181.993	181981.452	32.28	33.88	158.252	255.458
9	Ashmill Street, junction with Lisson Grove	Summer	Wireline	1.6	Single	80	64.5	32	25/08/21	13:25	527317.396	182030.057	32.182	33.782	302.043	263.276
10	Broadley Street, junction with Lisson Grove	Summer	Wireline	1.6	Single	80	64.5	32	25/08/21	09:25	527247.083	182118.801	33.355	34.955	284.591	249.927
11	Lisson Grove, junction with Church Street	Summer	Wireline	1.6	Single	80	64.5	32	25/08/21	08:51	527177.449	182256.065	35.17	36.77	330.719	216.003
12	Salisbury Street	Summer	Wireline	1.6	Single	80	64.5	32	25/08/21	09:09	526999.937	182142.148	34.589	36.189	148.316	159.784
13	Fisherton Street	Summer	Wireline	1.6	Single	80	64.5	32	25/08/21	15:22	526869.878	182242.455	35.749	37.349	266.713	154.652
14	Penfold Street, junction with Frampton Street	Summer	Wireline	1.6	Single	80	64.5	32	25/08/21	12:08	526799.975	182154.718	36.26	37.86	234.306	135.224
15	Hamilton Terrace	Summer	Wireline	1.6	Single	80	64.5	32	25/08/21	14:58	526154.606	182982.638	41.114	42.714	1281.4	148.521
16	Edgware Road	Summer	Render	1.6	Single	80	64.5	32	24/08/21	13:15	526826.33	181940.492	33.354	34.954	65.5396	90.1135
17	Penfold Street, near Kennet House	Summer	Render	1.6	Single	80	64.5	32	24/08/21	15:54	526924.422	182057.159	34.157	35.757	77.6198	145.025
18	Broadley Street Gardens	Summer	Render	1.6	Single	80	64.5	32	29/08/21	11:51	527056.013	181933.327	32.624	34.224	24.7367	279.101
19	Ivor Place, junction with Park Road	Summer	Wireline	1.6	Single	80	64.5	32	25/08/21	11:01	527763.046	182236.497	28.422	30.022	792.138	256.4

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