



THE GOODSYARD

Environmental Statement Addendum:

Townscape and Visual Impact Assessment Volume 3

May 2020



ballymore.



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Bishopsgate Goodsyrd

Environmental Statement: Townscape and Visual Impact Assessment Volume II Amended Scheme

May 2020

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1 Introduction

- 1.1 This document is provided as an addendum to the amendments to the Townscape and Visual Impact Assessment (TVIA) submitted with the Goodsyard outline planning application in February 2020. It is intended that this addendum be read in conjunction with the original TVIA (dated February 2020).
- 1.2 Since submission of the amendments to the application in February 2020, the team have continued to be involved in a constructive dialogue with the Local Planning Authority, the Boroughs, the local community and other key stakeholders. During this post-submission period feedback has been received on the original proposals; this addendum has been produced to summarise the proposed amendments to the illustrative elements of the scheme.
- 1.3 This TVIA addendum document highlights proposed changes to Plot 1 only. All other illustrative information remains as per the original TVIA (dated February 2020).

2 Views and Visual Impact Assessment

Scope

- 2.1 This study tests the visual impact of the Proposed Development by Bishopsgate Goods Yard Regeneration Limited at Bishopsgate Goodsyards. Following consultation with the GLA and other key statutory stakeholders we have updated the Plot 1 illustrative scheme shown within the maximum parameters.
- 2.2 The Study consists of a series of accurately prepared photomontage images or Accurate Visual Representations (AVR) which are designed to show the visibility and appearance of the Proposed Development from a range of publicly accessible locations around the site. The views have been prepared by Miller Hare Limited.
- 2.3 The views included in the study were selected by the project team and they include, where relevant, standard assessment points defined by the Mayor of London and the London boroughs of Hackney and Tower Hamlets. Where requested, view locations have been refined and additional views added. The full list of views is shown in thumbnail form on the preceding pages, together with a map showing their location. Detailed co-ordinates for the views, together with information about the source photography are shown in Appendix A1 "View Locations".
- 2.4 In preparing each AVR a consistent methodology and approach to rendering has been followed. General notes on the AVRs are given in Appendix A4 "Accurate Visual Representations", and the detailed methodology used is described in Appendix A5 "Methodology for the production of Accurate Visual Representations".
- 2.5 From each viewpoint a large format photograph has been taken as the basis of the study image. The composition of this photograph has been selected to allow the Proposed Development to be assessed in a meaningful way in relation to relevant elements of the surrounding context. Typically, photographs have been composed with a horizontal axis of view in order to allow vertical elements of the proposals to be shown vertically in the resulting image. If required in order to show the full extent of the proposals in a natural way the horizon line of the image has been allowed to fall above or below the centre of the image. This has been achieved by applying vertical rise at source using a large format camera or by subsequent cropping of the image. In a limited number of cases the source photograph has been extended vertically to ensure that the full height of the proposals are shown in the images of the future condition. In all cases the horizon line and location of the optical axis are clearly shown by red arrow markers at the edges of the image.
- 2.6 The lenses chosen for the source photography have been selected to provide a useful Field of View given the distance of the viewpoint from the site location. The lenses used for each view are listed in Appendix A1 "View Locations".

2.7 In this study the following groups of views have been defined:

- **Distant views** – typically with a horizontal Field of View approximately 48 degrees (equivalent to a 35mm lens on 35mm film camera). LVMF views in addition have been shown with their wider setting
- **Mid-distance views** – horizontal Field of View approximately 74 degrees (equivalent to a 24mm lens on 35mm film camera)
- **Local views** – horizontal Field of View approximately 74 degrees (equivalent to a 24mm lens on 35mm film camera)

2.8 For each AVR image, the precise Field of View, after any cropping or extension has been applied is shown clearly using indexed markings running around the edges of the image. These indicate increments of 1, 5 and 10 degrees marked away from Optical Axis. Using this peripheral annotation it is possible to detect optical distortions in parts of the image away from the Optical Axis. It is also possible to simulate a different field of view by masking off an appropriate area of the image. More detailed information on the border annotation is contained in Appendix A4 "Accurate Visual Representations".

Conditions

2.9 From each selected viewpoint a set of accurate images have been created comparing the future view with the current conditions represented by a carefully taken large format photograph. In this study the following conditions are compared:

- **Existing** – the appearance today as recorded on the specified date and time
- **Proposed** – the future appearance were the Proposed Development to be constructed
- **Cumulative** – the Proposed Development is shown in the context of other significant schemes considered relevant by the project team

Styles

2.10 For each viewpoint, the Proposed Development is shown in a defined graphical style. These styles comply with the definitions of AVR style defined by the London View Management Framework. The styles used in this study are:

- **AVR 1** – a wireline representation showing the silhouette of the proposals. Where a part of the silhouette would be visible in the view it is shown in Orange (detailed schemes) or yellow (illustrative schemes), where it would

be invisible, as a result of being occluded by existing structures or dense vegetation, it is shown dotted.

- **AVR 3** – a fully rendered representation of the building showing the likely appearance of the proposed materials under the lighting conditions obtaining in the selected photograph.

Schemes

2.11 In the Cumulative view, the Proposed Development has been shown in the context of other schemes shown in silhouette form (AVR 1) using a violet or cyan line. Where parts of these schemes would not be visible they are shown as a dotted line. The details of the additional schemes included in the Cumulative view are given in the schedule and overview map included in Appendix A3 "Details of schemes", these include:

- Trumans Brewery
- London Fruit & Wool Exchange (2016)
- Art'otel 2016
- Black Lion House (EastGate)
- Aldgate Place (2012)
- Bevis Marks House (2017)
- Pedley Street
- Spitalfields Works
- Middlesex Street Unite Students PLC
- Dorsett City
- 101 Whitechapel High Street
- Principal Place
- The Stage (s73)
- 1 Crown Place (2016)
- 120 Vallance Road
- 201-207 Shoreditch High Street
- 13-14 Appold Street (Bavaria House)
- 1-13 Long Street
- 114-150 Hackney Road
- 100 Liverpool Street (2017)

- 97-137 Hackney Road
- City Road Estate (2010)
- Monmouth House
- 150 Bishopsgate (s73)
- 100 Bishopsgate (2012)
- Silwex House (2016)
- Shoreditch Village Phase II
- 168-178 Shoreditch High Street
- Blossom Street
- 2-3 Finsbury Avenue
- 22 Bishopsgate (2016)
- 1 Leadenhall (2018)
- 1 Undershaft
- 100 Leadenhall Street
- 40 Leadenhall Street
- 6-8 Bishopsgate (2017)
- 76-86 Fenchurch Street (2015)

2.12 The Proposed Development shown in the study has been defined by drawings and specifications prepared by the client's design team issued to Millerhare in March 2019. Computer models reflecting the Proposed Development have been assembled and refined by Millerhare and images from these models have been supplied to the project team to be checked for accuracy against the design intent. An overview of the study model annotated with key heights is illustrated in Appendix A3 "Details of schemes".

The Views



26s | Great Eastern Street: traffic island at junction with Old Street | Summer



26w | Great Eastern Street: traffic island at junction with Old Street | Winter



28 | Great Eastern Street / Fairchild Street



29 | Southern end of Kingsland Road



30 | Shoreditch High Street: junction with Rivington Street



31 | Shoreditch High Street: junction with Bateman Row: Night



32w | Arnold Circus Roundabout: Boundary Gardens, southern steps | Winter



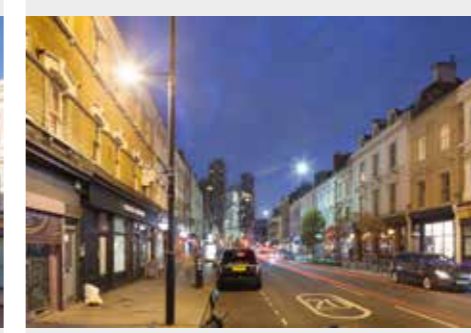
33 | Arnold Circus along Club Row | Winter



35 | Shoreditch High Street, west side opposite Redchurch Street



36 | Bethnal Green Road: junction with Chilton Street



36n | Bethnal Green Road: junction with Chilton Street | Night



40 | Bethnal Green Road near to Club Row



44 | Commercial Street close to Whites Row



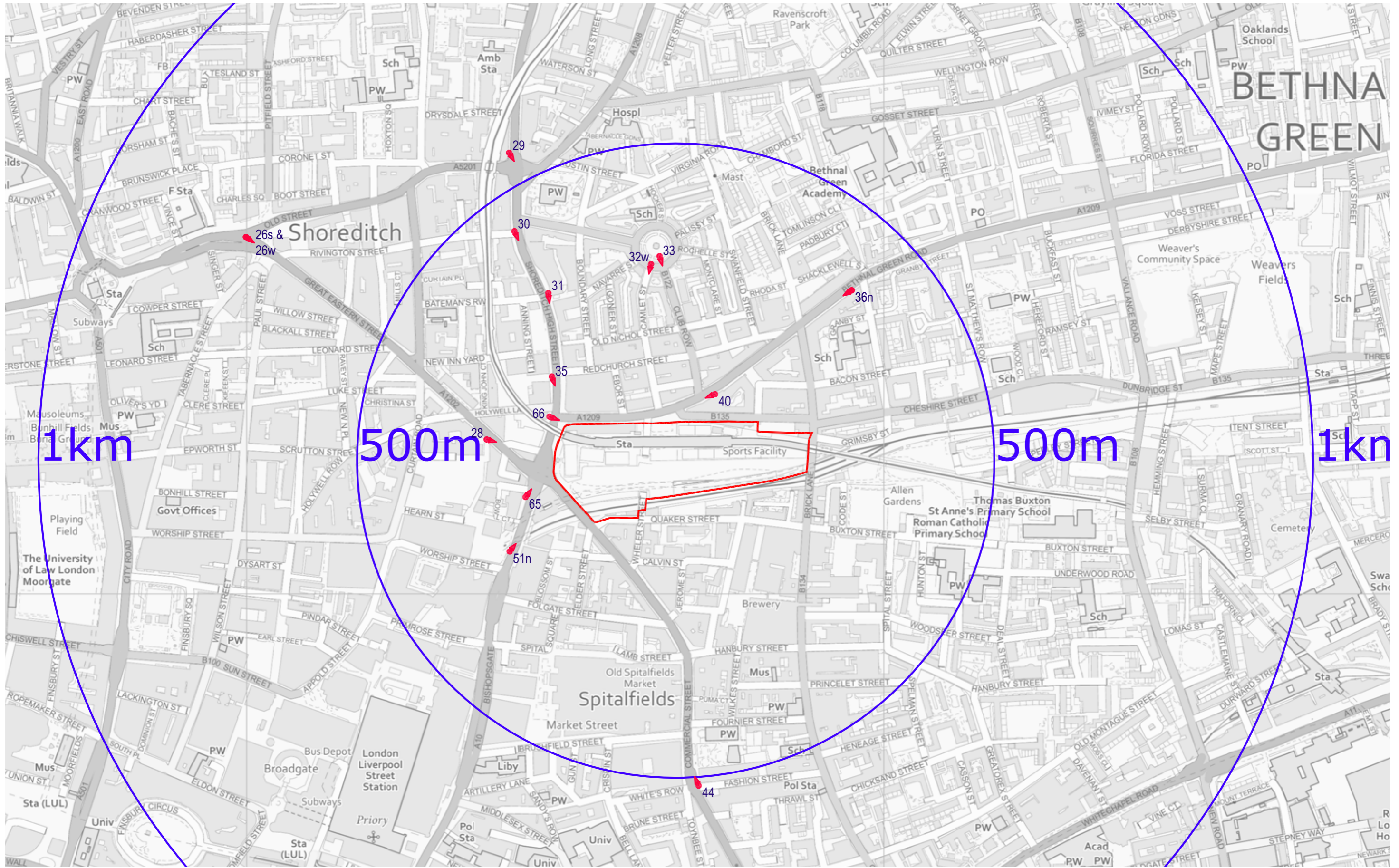
51n | Norton Folgate: opposite junction with Fleur de Lis Street: Night



65 | Shoreditch High Street / Plough Yard



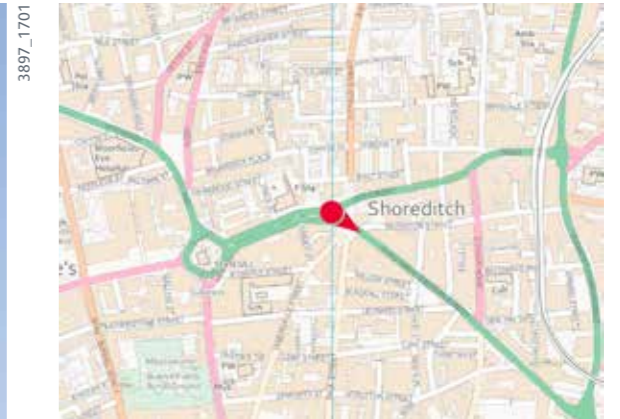
66 | Shoreditch High Street / Bethnal Green Road



Local views



Existing



3897_1701

View as existing

- 2.13 This view is from the northern footway of Old Street looking along Great Eastern Street in the direction of the site. It provides a representative view of this part of the South Shoreditch Conservation Area.
- 2.14 The foreground of this view is dominated by the highway junction and associated hoardings and street clutter. The mature tree towards the centre of the image provides a welcome addition that draws the eye in this view. Development of a mixed quality defines a hard edge and to Great Eastern Street beyond and into the junction with Paul Street (right of image). This is a view of little quality overall.
- 2.15 This is a view of medium sensitivity.

View as proposed

- 2.16 The building on Plot 2 will terminate the view along Great Eastern Street, partly screened by the tree canopy. Parts of the upper floors of the tallest building on Plot 8, and the building on Plot 1, will also be visible. The Revised Scheme will provide a marker of the A10 at the end of the street, and the direction of the City. It will act as a beacon of the regeneration of the Goodsyrd site and this City fringe area around Shoreditch High Street.
- 2.17 The red super-cladding grid of the commercial building on plot 2 and its ordered glazed elevations will be evident.
- 2.18 This is a moderate change to a view of medium sensitivity.

The significance is moderate.

The effect is beneficial.



Proposed

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View as cumulative

- 2.19 The tower of no. 201 – 207 Shoreditch High Street will screen much of the building on Plot 2 in this view, and the Art'otel development will be prominent in the foreground to the left, drawing attention away from the schemes in the distance.
- 2.20 Taking into account cumulative schemes and the Revised Scheme there will be a change of moderate to major magnitude to a view of medium sensitivity.

The significance is moderate.

The effect is beneficial.



Cumulative

3897_1704



Existing

**View as existing**

- 2.21 This view is a winter shot of View 26, described above.
- 2.22 When the tree in the foreground is not in leaf the built edges to both sides of Great Eastern Street are visible, including no. 91 which turns the corner into Paul Street.
- 2.23 This is a view of medium sensitivity.

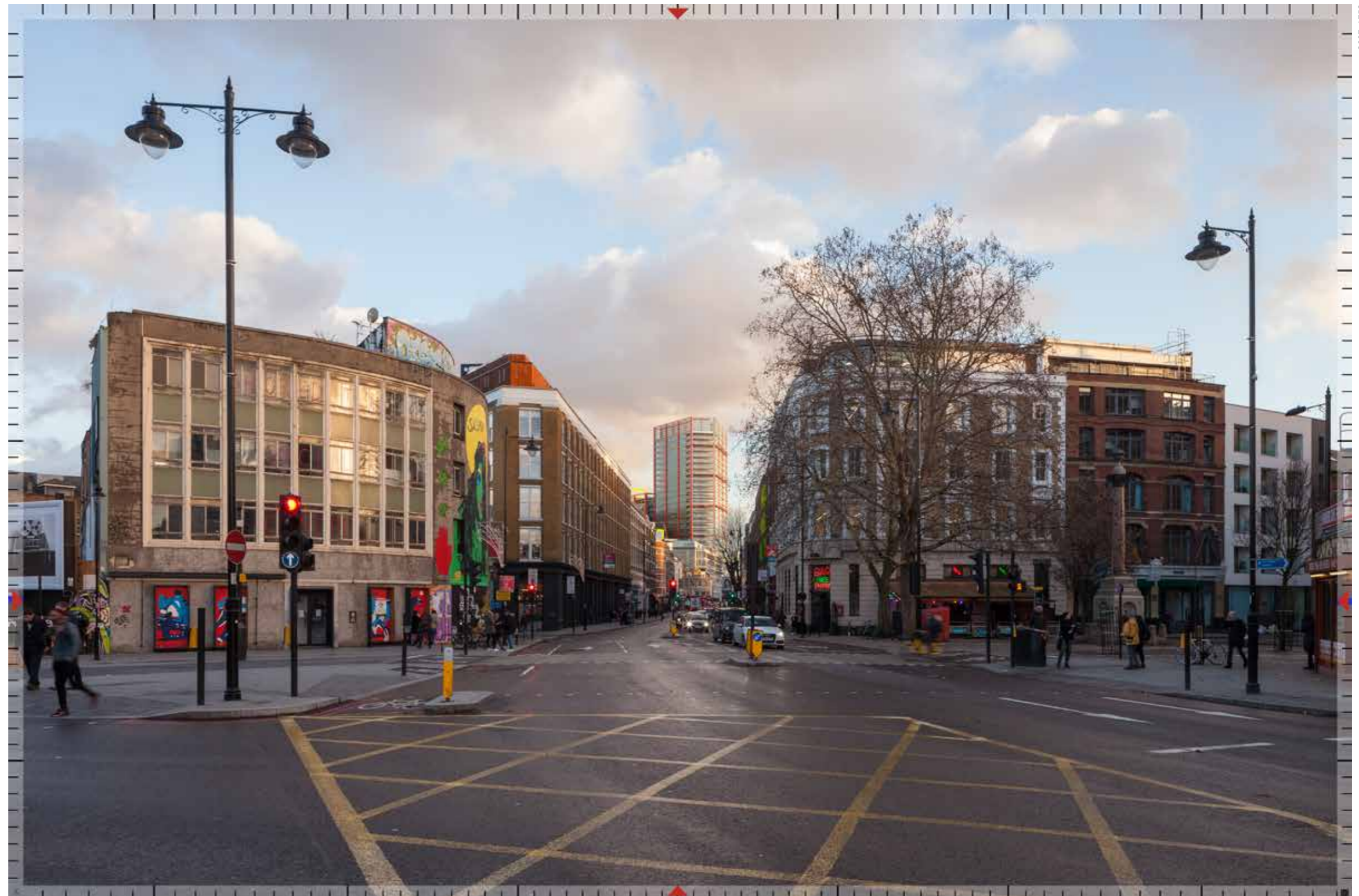
View as proposed

2.24 The building on Plot 2 of the Revised Scheme will be more visible than in the summer view. Its red super-cladding grid and the ordered glazed elevations will be evident. Parts of the upper floors of the tallest building on Plot 8, and the building on Plot 1, will also be visible. The Revised Scheme will provide a marker of the A10 at the end of the street, and the direction of the City. It will act as a beacon of the regeneration of the Goodyard site and this City fringe area around Shoreditch High Street.

2.25 This is a moderate change to a view of medium sensitivity.

The significance is moderate.

The effect is beneficial.



Proposed

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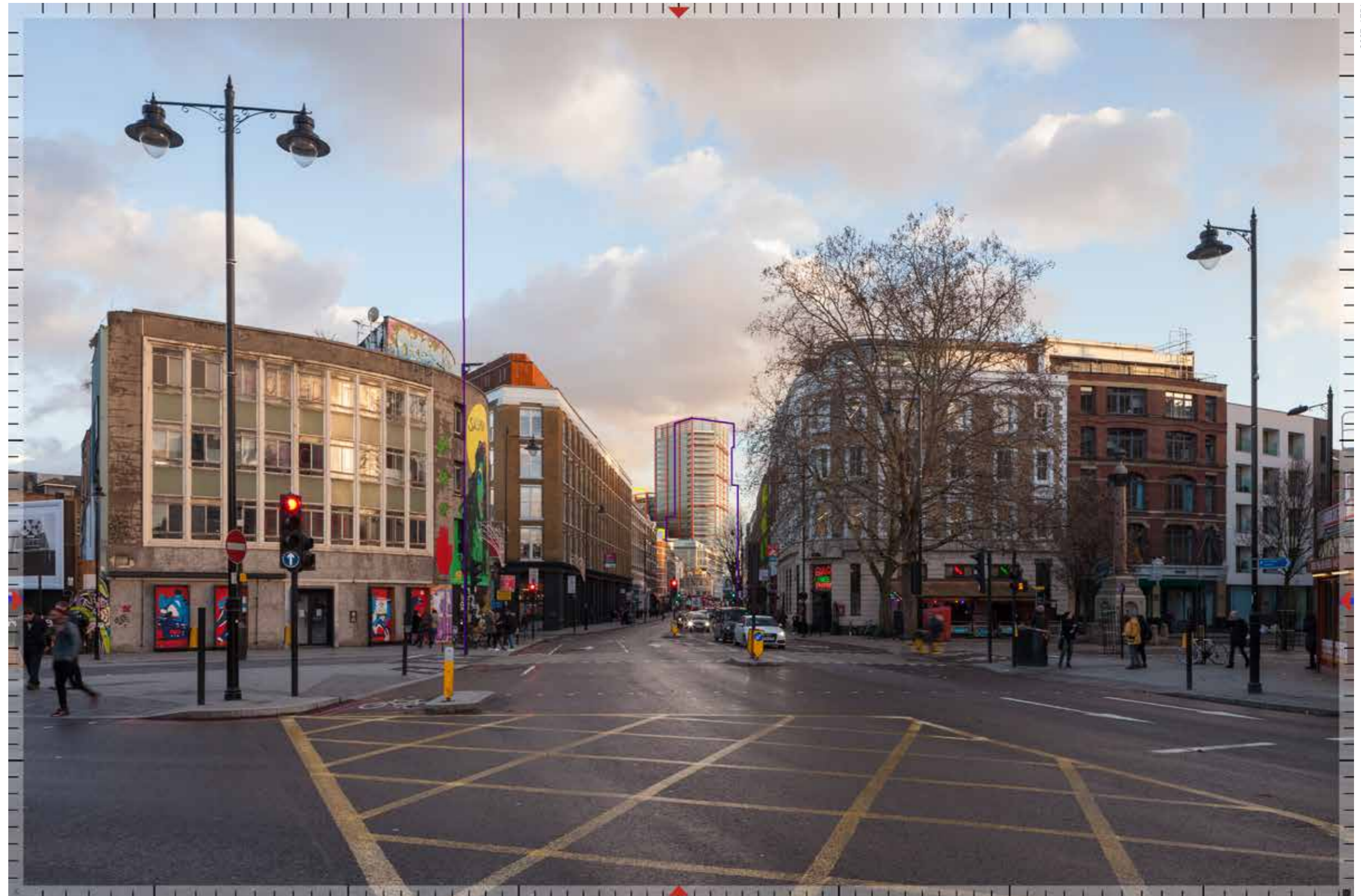
View as cumulative

2.26 The tower of no. 201 – 207 Shoreditch High Street will screen much of the building on Plot 2 in this view, and the Art'otel development will be prominent in the foreground to the left, drawing attention away from the schemes in the distance.

2.27 Taking into account cumulative schemes and the Revised Scheme there will be a change of moderate to major magnitude to a view of medium sensitivity.

The significance is moderate.

The effect is beneficial.



Cumulative

3897_1754



3897_3001

Existing

**View as existing**

- 2.28 This viewpoint is on the south-west footway of Great Eastern Street, close to and looking at the west corner of the site. The foreground (up to the site) is within the South Shoreditch Conservation Area and includes two grade II listed buildings, No. 6 to 8 Great Eastern Street (right of centre facing) and No. 15 (visible to the far right).
- 2.29 This is a view of poor quality townscape, illustrating the piecemeal and fragmented poor environmental quality of the City fringe area. No. 6 to 8 sits in isolation in a largely derelict environment, despite the proximity of the A10 and the City to the south.
- 2.30 This is a view of low to medium sensitivity.

View as proposed

- 2.31 The Revised Scheme will return an urban scale and quality to this view with development of a high quality design bringing life to the site through providing an animated edge to the site and a new network of space and routes within. The retained and enhanced listed boundary wall, integrated within the retail element of the scheme will be seen either side of nos. 6-8 Great Western Street.
- 2.32 The building on Plot 2 will provide a marker of Shoreditch High Street Station and the A10, a main route to the nearby City. The detailed design reflects the commercial use of this building and the banded glazed elevations within the red super-cladding will add depth and articulation. This image has cut off the upper floors of the tower which would be visible to the viewer on site.
- 2.33 The building on Plot 1 will be visible to the left (facing) and the building on Plot 3, right of centre (facing) will enhance the built edge to Commercial Street. The illustrative scheme suggests how buildings on Plots 1 and 3 could appear.
- 2.34 This is a major change to a view of low to medium sensitivity.

The significance is moderate.

The effect is beneficial.



Proposed

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View as cumulative

2.35 Nos. 201-207 Shoreditch High Street will screen views of the building on Plot 1. Taking into account cumulative schemes and the Revised Scheme there will be a change of major magnitude to a view of low to medium sensitivity.

The significance is moderate.

The effect is beneficial.



Cumulative



Existing

**View as existing**

- 2.36 This viewpoint is located on the west side of Kingsland Road at its very southern end, at the junction with Old Street and Hackney Road. It looks south along Shoreditch High Street towards the west end of the street.
- 2.37 The foreground is dominated by the busy highway junction and the mature trees of the churchyard of St Leonard's Church and the church spire, which rises above. The built edge of Shoreditch High Street, comprising a variety of mainly late 19th and 20th century commercial buildings with retail frontages at ground floor level, defines the middle ground. The top of the Nido tower is visible in the distance, right of centre behind the light column.
- 2.38 This is a view of medium sensitivity.

View as proposed

- 2.39 The building on Plot 2 will provide a marker of the regeneration of the Goodsyrd site and the direction of the City along the A10. It will rise above the mostly 20th century development in the middle-ground. The order elevation design set within a red super-cladding grid will be apparent. Part of the upper floors of the buildings on plot 1 and 8 will be visible, but to a lesser extent.
- 2.40 The building of plot 2 will appear of a similar height to the mature trees framing St Leonard's Church from this viewpoint and the spire of the church will remain the prominent feature in the view.
- 2.41 This is a moderate to major change to a view of medium sensitivity.

The significance is moderate.

The effect is beneficial.



Proposed

3897_5402

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View as cumulative

2.42 Taking into account cumulative schemes and the Revised Scheme there will be a change of moderate to major magnitude to a view of medium sensitivity.

The significance is moderate.

The effect is beneficial.



Cumulative

3897_5404



Existing

**View as existing**

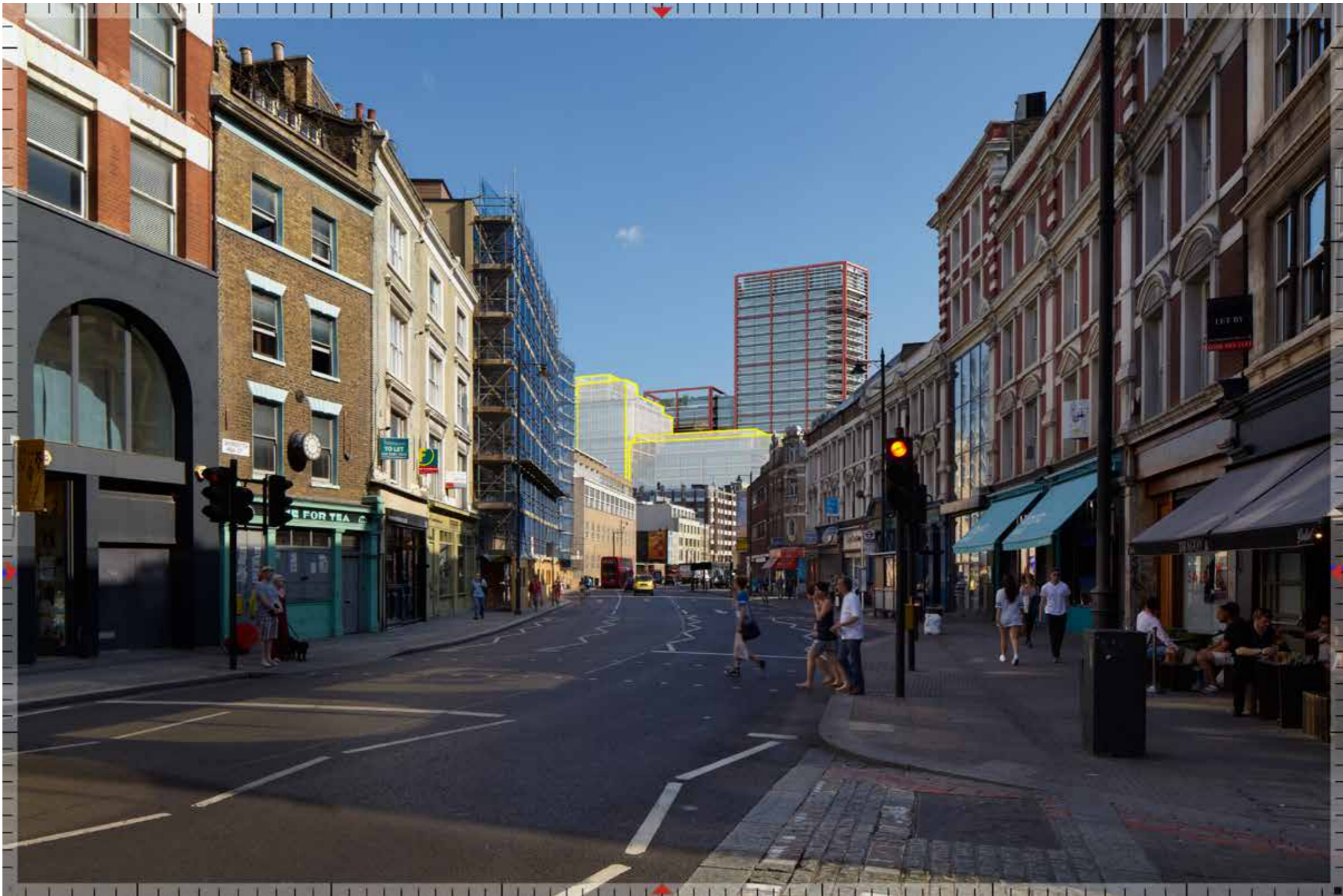
- 2.43 This viewpoint is on the west footway of Shoreditch High Street at the junction with Rivington Street. It is looking in the direction of the site. The viewpoint is within and the view is of the South Shoreditch Conservation Area.
- 2.44 The continuous built edges on both sides of Shoreditch High Street provide a hard urban character, articulated by the bend in the road and the junctions with side streets. The buildings comprise a variety of mainly late 19th century commercial buildings with retail front – ages at ground floor level, some altered, as well as some larger scale infill developments. The Tea Building, at the junction of Shoreditch High Street and Bethnal Green Road opposite the site, is visible terminating the view towards the centre of the image. The development along the street rises in height towards this corner building.
- 2.45 This is a view of low to medium sensitivity.

View as proposed

- 2.46 The buildings on Plots 1 and 2 of the Revised Scheme will terminate the view along the street. The taller building on plot 2, the subject of a detailed planning application, will provide a marker of the regeneration of the Goodsyard site and the direction of the City along the A10.
- 2.47 The yellow outline illustrates the maximum parameters of the building on Plot 1, which steps down to Shoreditch High Street to the west. The Design Guidelines will set design principles for the detailed design of these blocks. The illustrative scheme demonstrates a possible application of these.
- 2.48 This is a moderate to major change to a view of low to medium sensitivity.

The significance is moderate.

The effect is beneficial.



Proposed

3897_1802



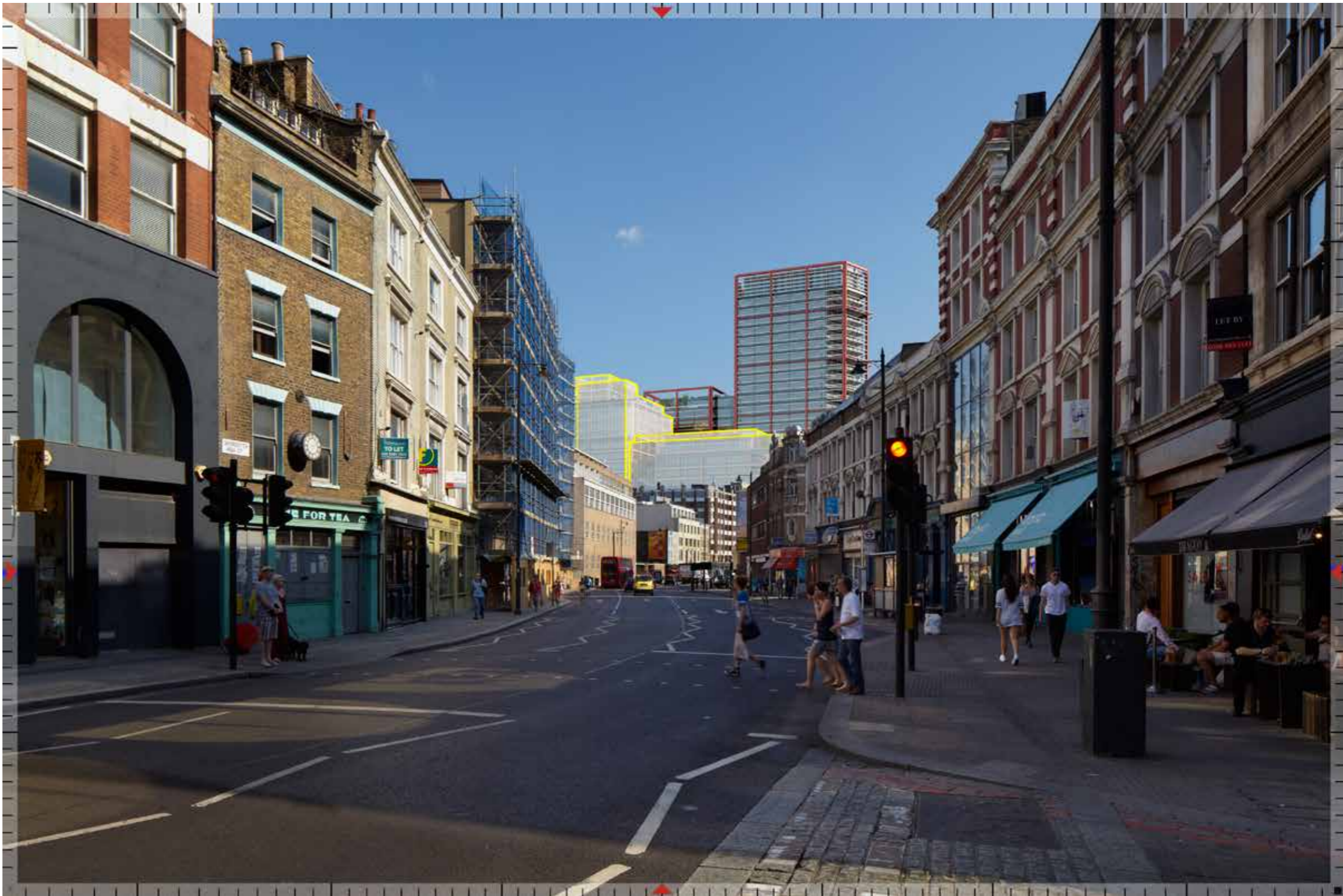
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View as cumulative

2.49 Taking into account cumulative schemes, none of which are visible in this view, and the Revised Scheme there will be a change of major magnitude to a view of low to medium sensitivity.

The significance is moderate to major.

The effect is beneficial.



Cumulative



Existing

**View as existing**

- 2.50 This viewpoint is located on the east footway of Shoreditch High Street, close to Bateman Row. The foreground and middleground are within the South Shoreditch Conservation Area.
- 2.51 There are a number of views from the north along Shoreditch High Street and this one is illustrated as a night time view to illustrate the Revised Scheme at different times of the day. The poor quality of the immediate environment is evident with a vacant site to the right, and large advertisement hoardings on both sides of the street. The tops of Broadgate Tower and the Principal Place tower (under construction in this image) can be seen in the distance, proving a view typical of those found in the City fringe area.
- 2.52 This is a view of low sensitivity.

View as proposed

- 2.53 The building on Plot 2 of the Revised Scheme will provide a marker of the regeneration of the Goodyard site and the direction of the City along the A10, balancing the Broadgate Tower and Principal Place towers on the opposite side of the street to the right (facing), and consolidating the cluster of tall buildings.
- 2.54 The yellow outline illustrates the maximum parameter of the building on Plot 1. Part 4 of the Design Guidelines will set design principles for the detailed design of these blocks. The illustrative scheme demonstrates a possible application of these.
- 2.55 This is a moderate to major change to a view of low sensitivity.
- The significance is moderate.
- The effect is beneficial.



Proposed

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View as cumulative

2.56 The consented proposals for The Stage and nos. 201-207 Shoreditch High Street will be visible in this view and lie to the right of the Revised Scheme. They will screen the Principal Place and Broadgate towers.

2.57 Taking into account cumulative schemes and the Revised Scheme there will be a change of moderate to major magnitude to a view of low sensitivity.

The significance is moderate.

The effect is beneficial.



Cumulative

3897_2454



Existing

**View as existing**

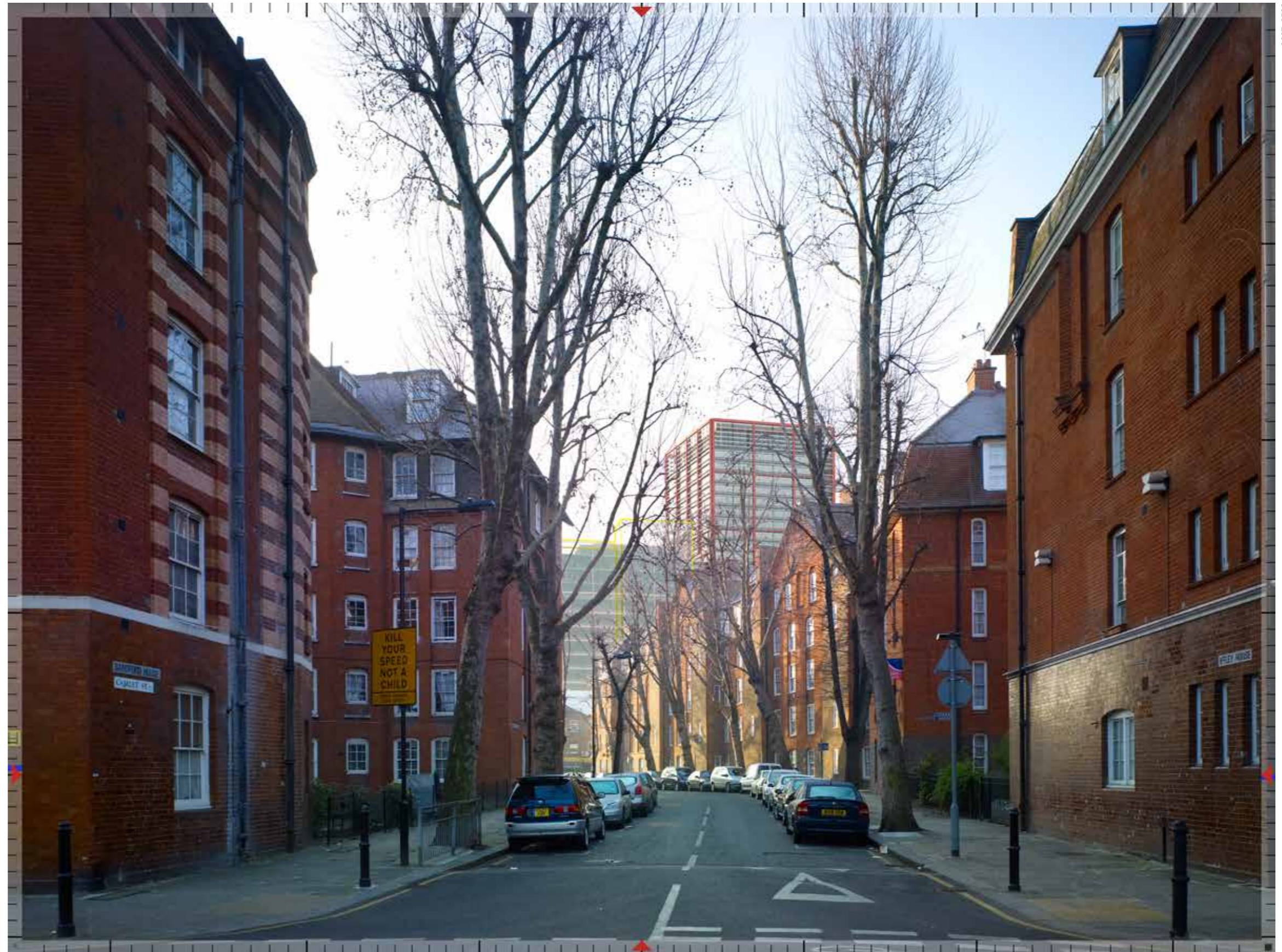
- 2.58 This viewpoint is from the edge of the central open space of Arnold Circus looking along Camlet Street towards the west end of the site. The Circus lies at the heart of the Boundary Estate Conservation Area, with views out in all directions, and all the buildings visible are listed grade II.
- 2.59 Whilst there are a number of radial routes from this central open space, it has a strong sense of enclosure derived from the robust red brick blocks. The scale and density of the blocks provide a distinctly urban environment of a cohesive character. The mature trees are prominent, despite not being in leaf.
- 2.60 This is a view of medium sensitivity.

View as proposed

- 2.61 The building on Plots 1 and 2 of the Revised Scheme will be visible in the view along the street, as would any new development of a substantial scale on the application site. The tower on plot 2, of a clearly commercial appearance will act as marker of the City and contribute to the varied context of this estate on the edge of the City. The red structural frame will complement the red brick buildings in the foreground and it will appear as a distinct element in the distance and not part of the Boundary Estate.
- 2.62 The maximum height and massing of the building on Plot 1 is shown by the yellow wireline outline. Part 4 of the Design Guidelines will set design principles for the detailed design of these blocks. The illustrative scheme demonstrates a possible application of these.
- 2.63 This is a moderate to major change to a view of medium sensitivity.

The significance is moderate.

The effect is neutral.



Proposed

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View as cumulative

2.64 Taking into account cumulative schemes, none of which are visible in this view, and the Revised Scheme, there will be a change of moderate to major magnitude to a view of medium sensitivity.

The significance is moderate.

The effect is neutral.

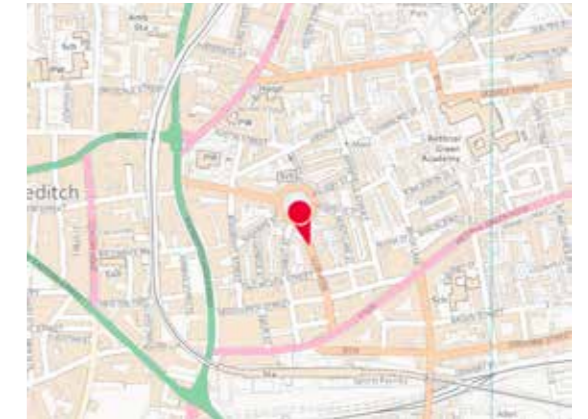


Cumulative

3897_0594



Existing

**View as existing**

- 2.65 This viewpoint is from an elevated position at the edge of the central open space of Arnold Circus looking along Club Row towards the central part of the site. The Circus lies at the heart of the Boundary Estate Conservation Area and all the buildings visible are listed grade II.
- 2.66 Whilst there are a number of radial routes from this central open space, it has a strong sense of enclosure derived from the robust red brick blocks. The scale and density of the blocks provide a distinctly urban environment of a cohesive character. The Avant Garde tower is visible in the background in the centre of the image.
- 2.67 The mature trees will dominate the view when in leaf in the summer (as seen in the summer image of view 32 above, along a neighbouring street).
- 2.68 This is a view of medium sensitivity.

View as proposed

- 2.69 Part of the very top of the building on Plot 2 of the Revised Scheme will be visible in the background, through the tree canopies, to the far right (facing) of the image. It will not be readily noticeable. The yellow wireline outline in the immediately to the right of the Avant Gard tower indicates the maximum height and massing of the buildings on plot 5. The illustrative scheme demonstrates a possible application of the Design Guidelines for these.
- 2.70 The Boundary Estate Conservation Area and listed buildings will remain prominent in the foreground.
- 2.71 This is a minor change to a view of medium sensitivity.

The significance is minor.

The effect is neutral.



Proposed

3897_2502

This page has been left blank intentionally.

View as cumulative

2.72 Taking into account cumulative schemes, none of which are visible in this view, and the Revised Scheme, there will be a change of minor magnitude to a view of medium sensitivity.

The significance is minor.

The effect is neutral.

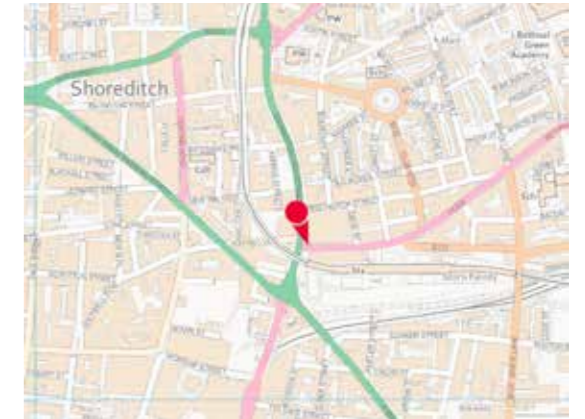


Cumulative

3897_2504



Existing

**View as existing**

- 2.73 This viewpoint is on the west footway of Shoreditch High Street looking at the west end of the site. The viewpoint and foreground are within the South Shoreditch Conservation Area. The terraced buildings to the right of the image, Nos. 187 to 191, are listed grade II.
- 2.74 The foreground is dominated by the Tea Building to the left which forms a bold corner building at the junction of Shoreditch High Street and Bethnal Green Road. To the right the foreground comprises a terrace of run down brick-fronted listed buildings, some dating from the 18th century.
- 2.75 The north-west corner of the site is visible beyond the Tea Building and includes the west end of the concrete box of the London Overground Line, which continues from the distinctive arched bridge crossing Shoreditch High Street. This varied and fragmented town-scape typifies the contrast in the age and scale of development seen in the City fringe areas.
- 2.76 This is a view of low to medium sensitivity.

3897_5501

View as proposed

- 2.77 The buildings on Plots 1 and 2 of the Revised Scheme will become a prominent feature in the view and a marker of the site. The building on Plot 2 will have a clear commercial character and an ordered and well articulated elevations. It will form a cluster along the A10 with the Broadgate Tower and Principal Place tower (not visible in this image). The contrast of large scale high quality new development and smaller scale run down historic development (right of image, facing) is typical in the City and is becoming characteristic of the City fringe area.
- 2.78 The building on Plot 1 will provide a positive feature at the junction of Bethnal Gren Road and Shoreditch High street, defining this highly visible corner of the site and largely enclosing the railway box. The maximum extent of the volume is expressed by the yellow wireline outline. The illustrative scheme illustrates how a building could be designed to sit on this plot, in accordance with the Design Guidelines. Part 4 of the Design Guidelines will set design principles for the detailed design of the elevation of this block.
- 2.79 The white line shows where this image has been extended upwards so as to include all of the building on Plot 2.
- 2.80 This is a moderate change to a view of low to medium sensitivity.

The significance is moderate.
 The effect is beneficial.



Proposed

3897_5502

This page has been left blank intentionally.

View as cumulative

2.81 Taking into account cumulative schemes, none of which are visible in this view, and the Revised Scheme, there will be a change of moderate magnitude to a view of low to medium sensitivity.

The significance is moderate.

The effect is beneficial.

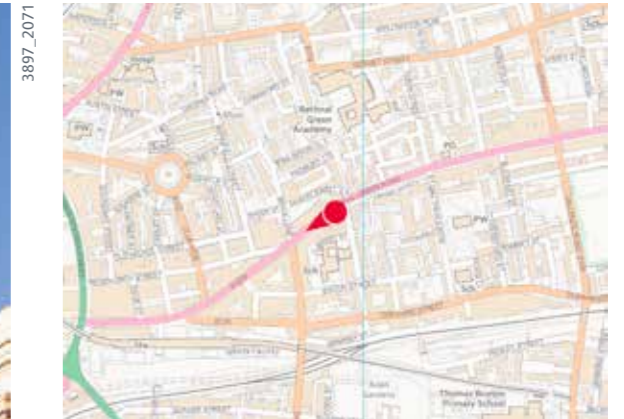


Cumulative

3897_5504



Existing



3897_2071

View as existing

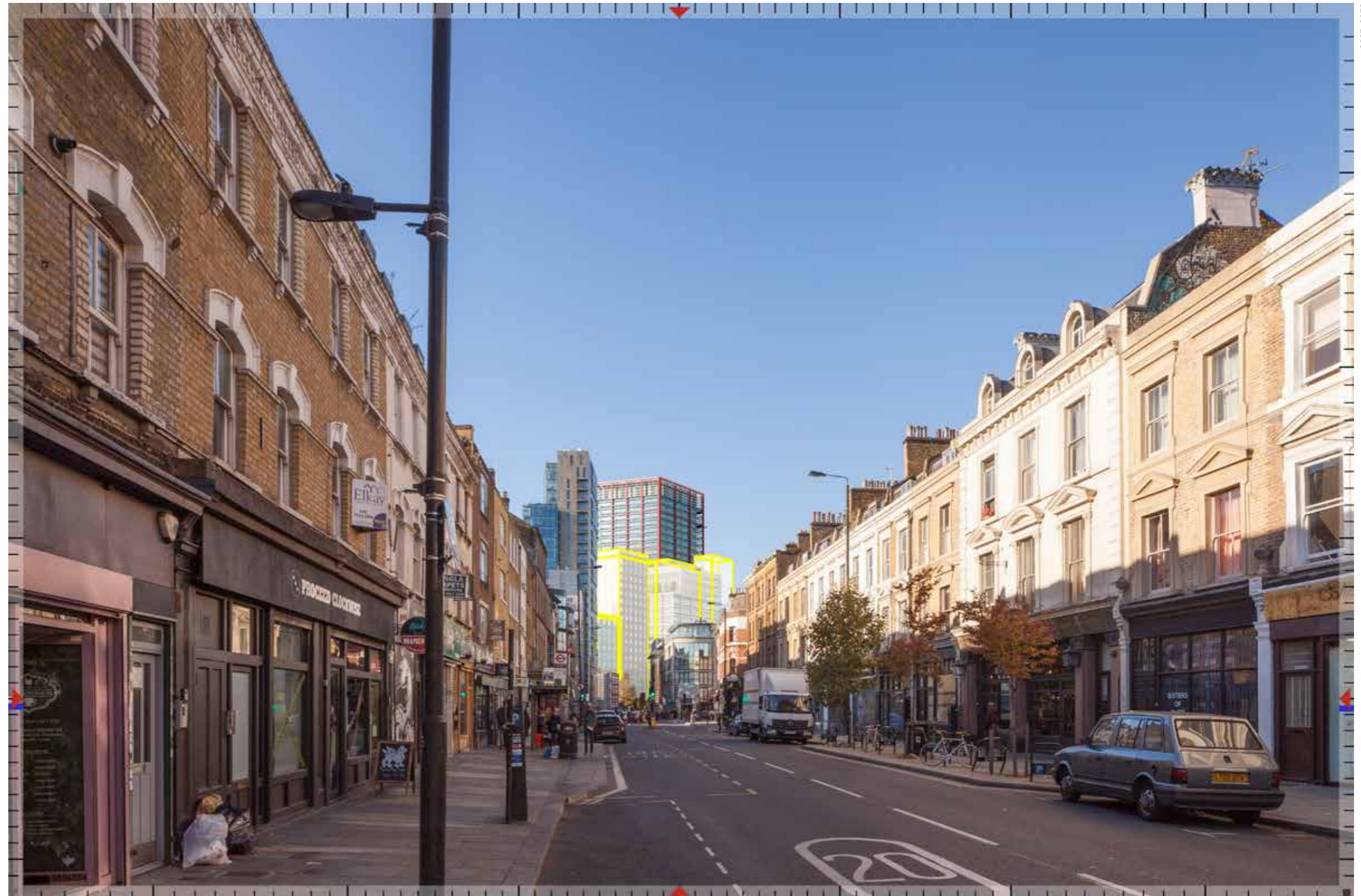
- 2.82 This view is looking south-west along Bethnal Green Road towards the site from the southern footway close to the junction with Chilton Street. The right side of the street (in this image) is within the Redchurch Conservation Area, and Nos. 123 to 159 (odd) form a grade II listed mid to late 19th century terrace (shrouded by scaffolding).
- 2.83 The foreground comprises a mix of mainly mid to late 19th century terraced development with a mix of generally low quality retail front – ages. The recently completed 25 storey high Avant Garde tower, and the fifty storeys high Principal Place tower are visible towards the centre of the image, with the Broadgate Tower on Bishopsgate visible beyond.
- 2.84 This is a view of low to medium sensitivity.

View as proposed

- 2.85 The buildings on Plots 1, 2 and 4 of the Revised Scheme will terminate the view along the street, appearing to the right of the Avant Garde tower. It will continue the pattern of the increases in the height of buildings along the route, set by the Avant Garde tower, running towards the Principal Place tower and the Broadgate Tower en route to the City.
- 2.86 The building on Plot 2 will have a clear commercial character with the red super-cladding grid and banded glazed elevations. The yellow wireline outline illustrates the maximum volume of the buildings on Plots 1 and 4 which will define positive edge along the southern edge of Bethnal Green Road. The illustrative scheme illustrates how buildings could be designed to sit on these plots, in accordance with the Design Guidelines.
- 2.87 This is a moderate change to a view of low to medium sensitivity.

The significance is moderate.

The effect is beneficial.



Proposed

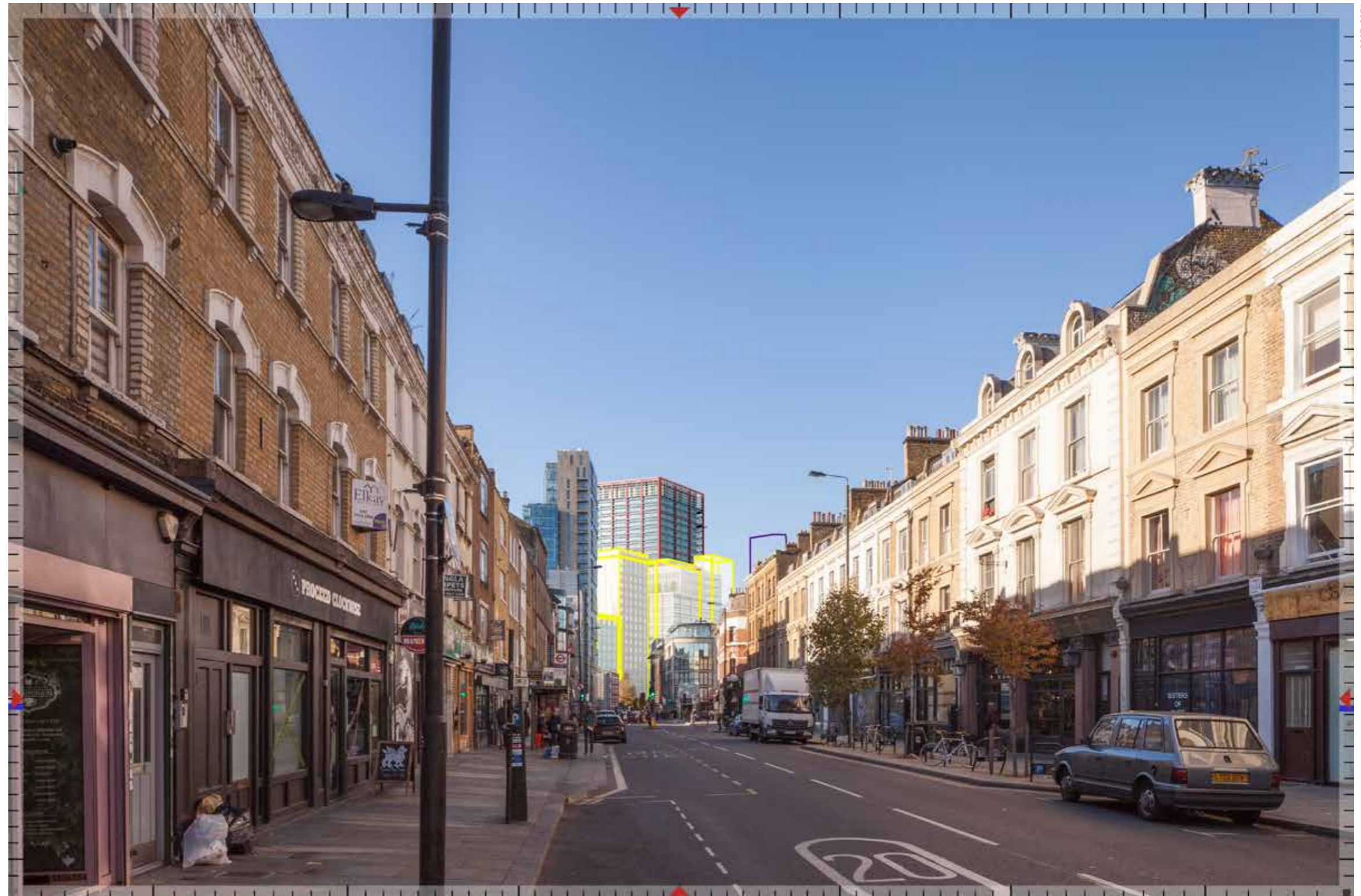
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View as cumulative

2.88 The top of nos. 201-207 Shoreditch High Street will be visible towards the centre of the image. Taking into account cumulative schemes and the Revised Scheme there will be a change of moderate magnitude to a view of low to medium sensitivity.

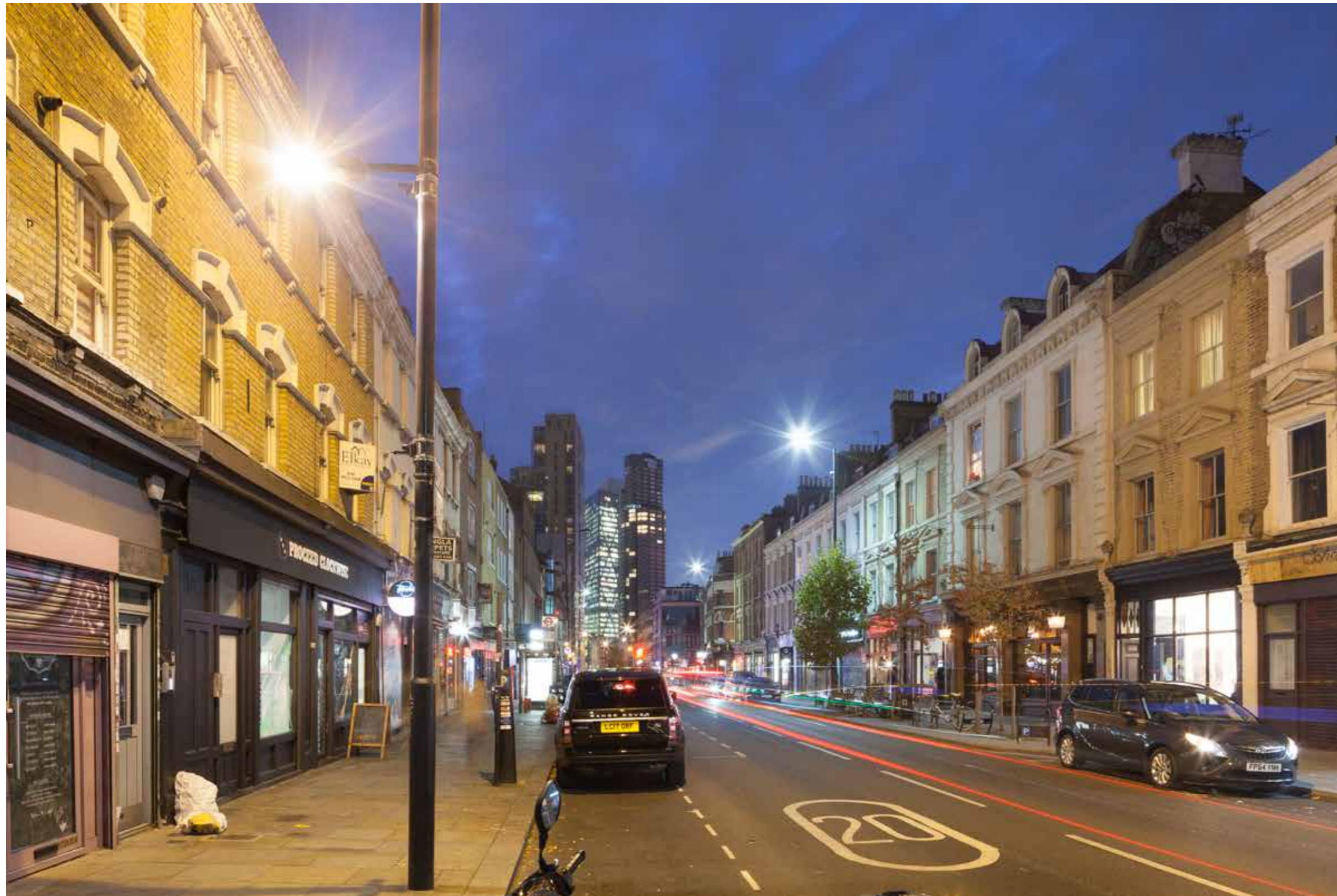
The significance is moderate.

The effect is beneficial.

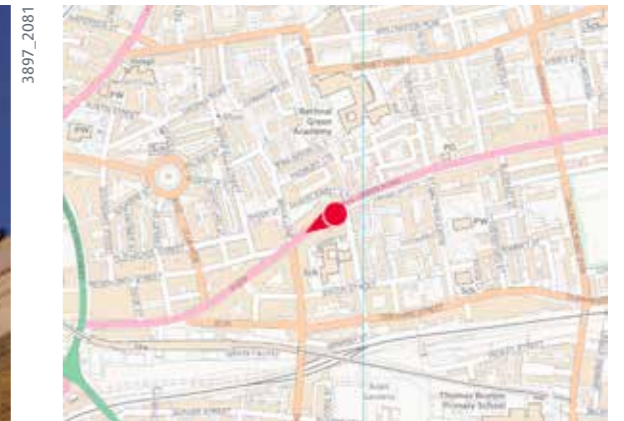


Cumulative

3897_2074



Existing



3897_2081

View as existing

2.89 This is a night time shot of view 36.

2.90 This is a view of low to medium sensitivity.

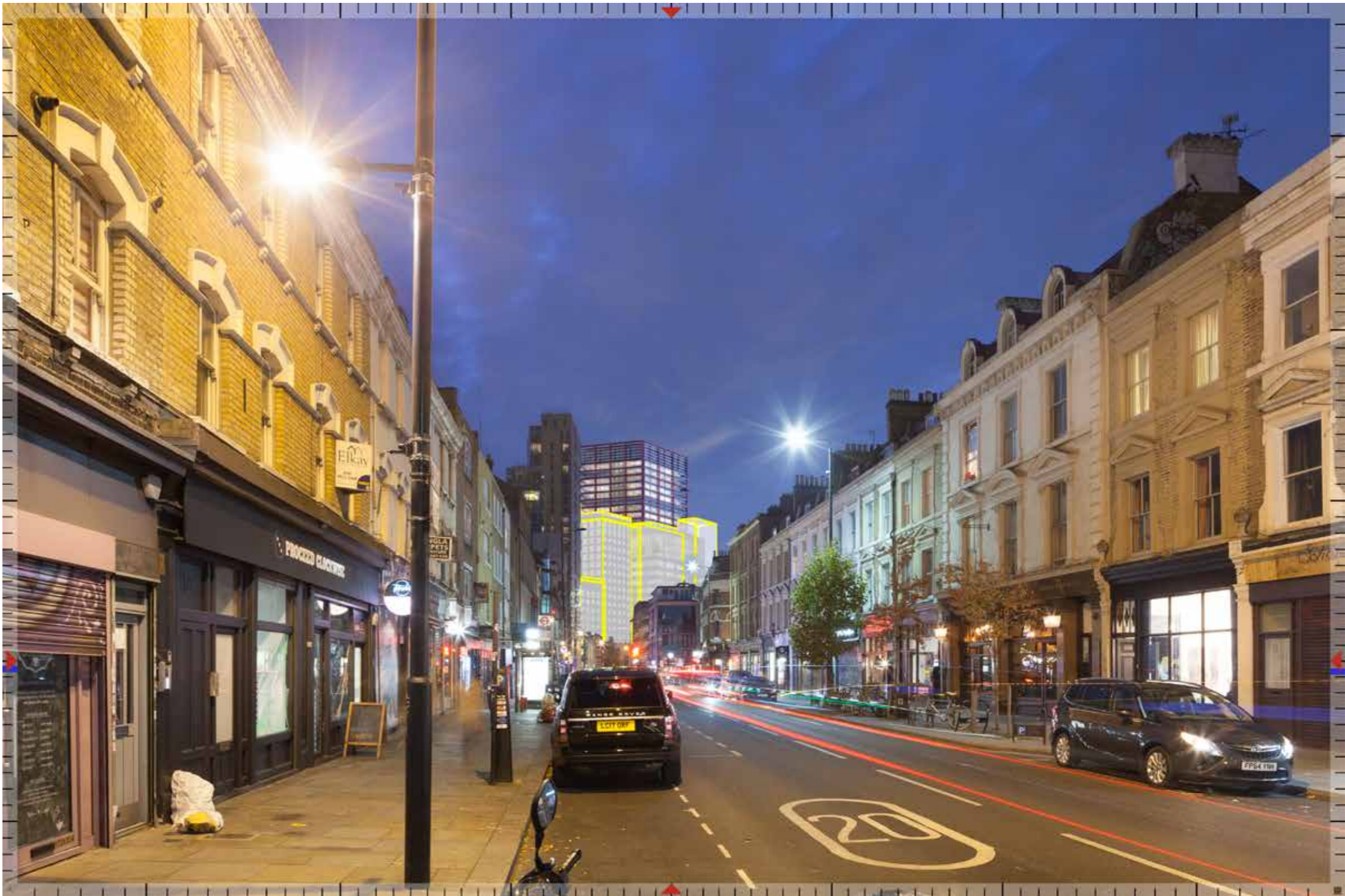
View as proposed

2.91 The Revised Scheme will be less noticeable at night than during the day. The prominent elements in the night time view are the illuminated highway and the shopfronts and associated signage in the foreground.

2.92 This is a minor to moderate change to a view of low to medium sensitivity.

The significance is minor to moderate.

The effect is beneficial.



Proposed

3897_2082



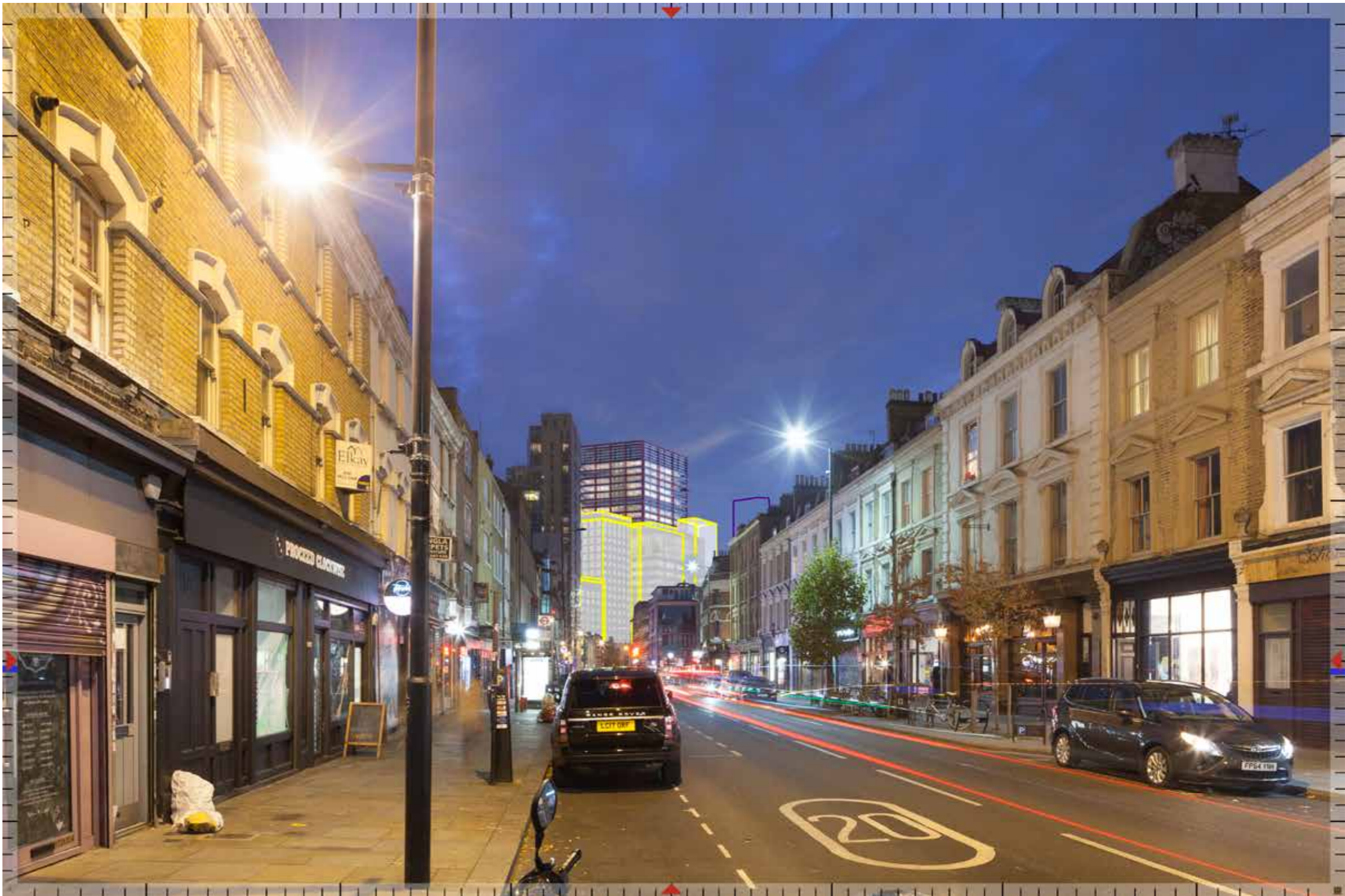
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View as cumulative

2.93 The top of nos. 201 – 207 Shoreditch High Street will be visible towards the centre of the image. Taking into account cumulative schemes and the Revised Scheme there will be a change of minor to moderate magnitude to a view of low to medium sensitivity.

The significance is minor to moderate.

The effect is beneficial.

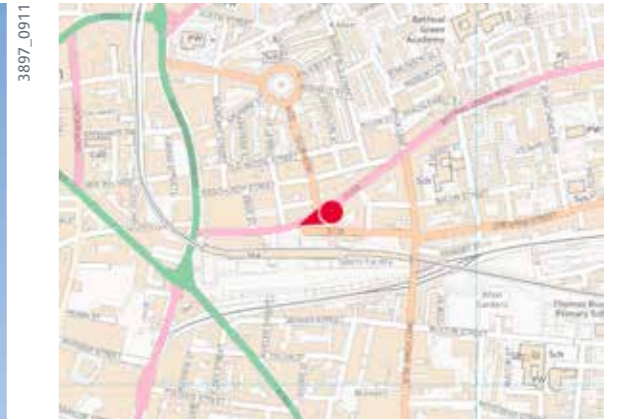


Cumulative

3897_2084



Existing



3897_0911

View as existing

- 2.94 This view is looking south-west towards the site from Bethnal Green Road at the junction with Sclater Street. The foreground to the right is within the Redchurch Conservation Area and the former public house is listed grade II. Grade II listed residential towers on the Barbican Estate are visible in the distance.
- 2.95 To the left, the foreground includes the base of the Avant Garde tower. Part of the brick wall to the former Bishopsgate Goodyard site is visible beyond, followed by the concrete box of Shoreditch High Street London Underground Station, the railway line and the temporary Box Park development along the edge of Bethnal Green Road. Beyond, the Principal Place scheme can be seen (tower and lower block), and cranes on the site of the Stage are visible towards the centre of the view. To the right are late 19th century buildings in the Redchurch Street Conservation Area.
- 2.96 This is a view of low sensitivity.

View as proposed

- 2.97 The buildings on Plots 1 and 4 of the Revised Scheme will return a built edge of an urban quality to the south side of Bethnal Green Road (left of the image), stepping down to Shoreditch High Street to the west. The building on Plot 4 incorporating elements of the retained boundary wall.
- 2.98 The yellow wireline outline illustrates the maximum volume of the buildings on Plots 1 and 4. The illustrative scheme illustrates how buildings could be designed to sit on these plots, in accordance with the Design Guidelines, with active street frontages.
- 2.99 This is a moderate to major change to a view of low sensitivity.

The significance is moderate.

The effect is beneficial.



Proposed



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View as cumulative

2.100 Nos. 201-207 Shoreditch High Street will be visible in the distance. Taking into account cumulative schemes and the Revised Scheme there will be a change of major magnitude to a view of low sensitivity.

The significance is moderate.

The effect is beneficial.



Cumulative

3897_0914



Existing

**View as existing**

- 2.101 This viewpoint is on the east side of Commercial Street, close to the junction with Whites Row. The view is looking north-west towards the site. The foreground is within the Brick Lane and Fournier Street Conservation Area. There are a number of grade II listed buildings in the view (identified below).
- 2.102 The foreground to the left comprises the recent Fruit and Wool Exchange scheme, a five storeys high development of red brick. Beyond is the grade II listed Spitalfields market building. To the right there is a run of typical 19th century development with commercial ground floor use (Christchurch is set back to the right beyond this development, but it is not visible in this view). Buildings continue to define a strong built edge to the street into the middleground.
- 2.103 This is a view of medium sensitivity.

View as proposed

- 2.104 The Revised Scheme will be visible towards the centre of the view, appearing above the market building. The tallest, the building on Plot 2, will be of a high quality of design. The red super-cladding grid and ordered banded glazed elevations are visible in this view.
- 2.105 The yellow outline illustrates the maximum parameter of the buildings on Plot 1, 5 and 8 which would be visible to the left, of the building on Plot 2. The illustrative scheme demonstrates a possible application of the Design Guidelines.
- 2.106 The buildings would appear as a distinct but complementary layer of townscape in the distance, distinct from the foreground development.
- 2.107 This is a moderate change to a view of medium sensitivity.

The significance is moderate.

The effect is neutral.



Proposed



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View as cumulative

2.108 Taking into account cumulative schemes (there are no visible in this view) and the Revised Scheme there will be a change of moderate to major magnitude to a view of medium sensitivity.

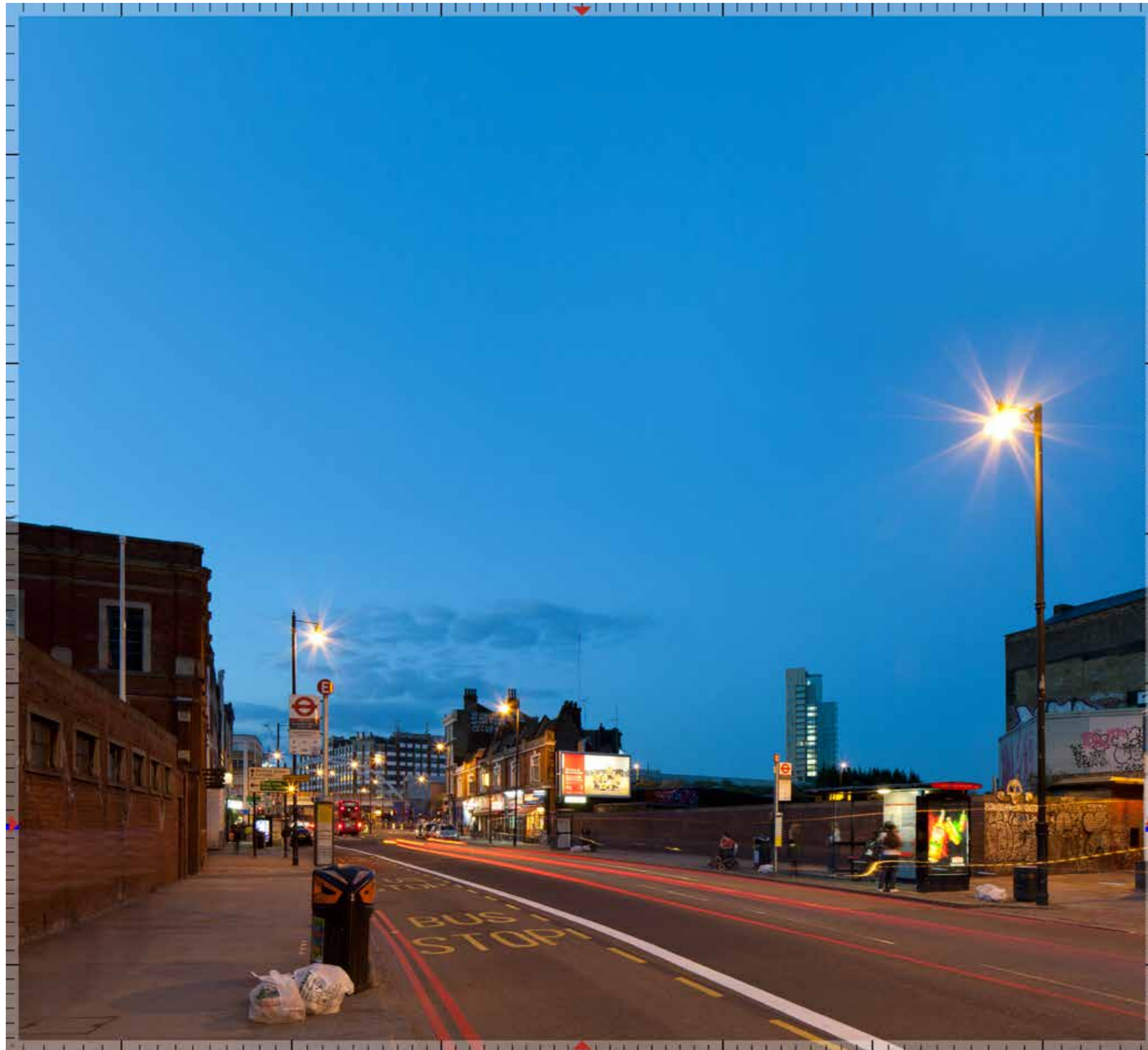
The significance is moderate.

The effect is neutral.

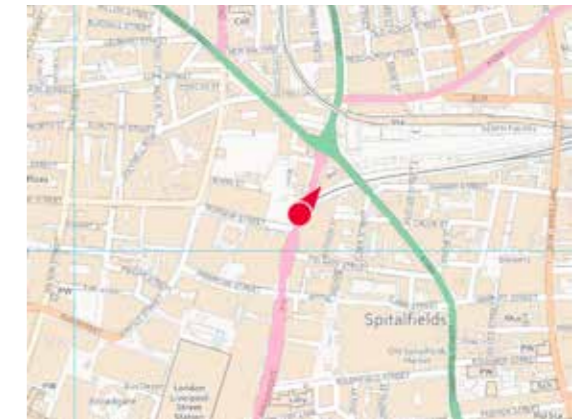


Cumulative

3897_0944



3897_2351



View as existing

- 2.109 This view is looking north-east towards the western end of the site from the west footway of Norton Folgate opposite the junction with Fleur de Lis Street. The foreground beyond the single storey structure to the left of the image and the middleground are within the South Shoreditch Conservation Area. There are two views from the south along Norton Folgate and this one is illustrated as a night time view to illustrate the Revised Scheme at different times of the day.
- 2.110 This view illustrates the areas of poor quality townscape that remain in the City fringe area, and particularly the poor quality of the townscape along the eastern edge of Norton Folgate and the very southern end of Shoreditch High Street. The foreground is dominated by the highway, associated clutter and the break in the built frontage above the railway cutting (right of image). The recently completed Avant Garde tower is visible in the distance beyond.
- 2.111 This is a view of low sensitivity to change.

Existing

View as proposed

- 2.112 The Revised Scheme will act as a marker of Shoreditch High Street Station, returning an urban quality to the site in an area of little townscape quality. The buildings on Plots 1, 2, 3 and 8 will be visible,
- 2.113 The well ordered and articulated elevations of the new commercial building on Plot 2 will be evident. The upper six floors have been cut off in this image, they would be visible to the viewer on site. The alignment of its south facade follows the route of the railway cutting.
- 2.114 The yellow wirelines show the maximum parameters of the outline elements for Plots 1, 3 and 8. The illustrative scheme shows one possible interpretation of the design guidelines, and the significant enhancements that could be delivered on site.
- 2.115 The building on Plot 1 will define a strong corner to the south of the junction of Bethnal Green Road and Shoreditch High Street complementary to the Tea Building to the north. The retail and office uses at ground level will provide an active street edge. The building on Plot 3 will be visible, to the right of the building on Plot 2 returning a positive built edge to Commercial Street.
- 2.116 The effect will be to create a new distinct townscape character on the site, in effect a new neighbourhood. The Revised Scheme will bring much needed life and activity on this site in an area of fractured townscape.
- 2.117 This is a major change to a view of low sensitivity.

The significance is moderate.

The effect is beneficial.



Proposed



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View as cumulative

2.118 Taking into account cumulative schemes and the Revised Scheme there will be a change of major magnitude to a view of low sensitivity.

The significance is moderate.

The effect is beneficial.



3897_2354

Cumulative



Existing

**Existing**

- 2.119 This view is looking north-east towards the western end of the site from the west footway of Shoreditch High Street. Shoreditch High Street (and Bethnal Greens Road) form the boundary of the conservation area in this location: the foreground to the left (facing) and Tea Building in the middle ground are within South Shoreditch Conservation Area. The forecourt wall and gates (including the oriel window) of the Old Bishopsgate Goods Station (on site) are listed grade II.
- 2.120 The view is dominated by the busy road and the 'gap' of the vacant site. The Avant Garde Tower is visible beyond the site in the distance. This is a view of a fractured townscape which overall appears neglected.
- 2.121 This is a view of low sensitivity.

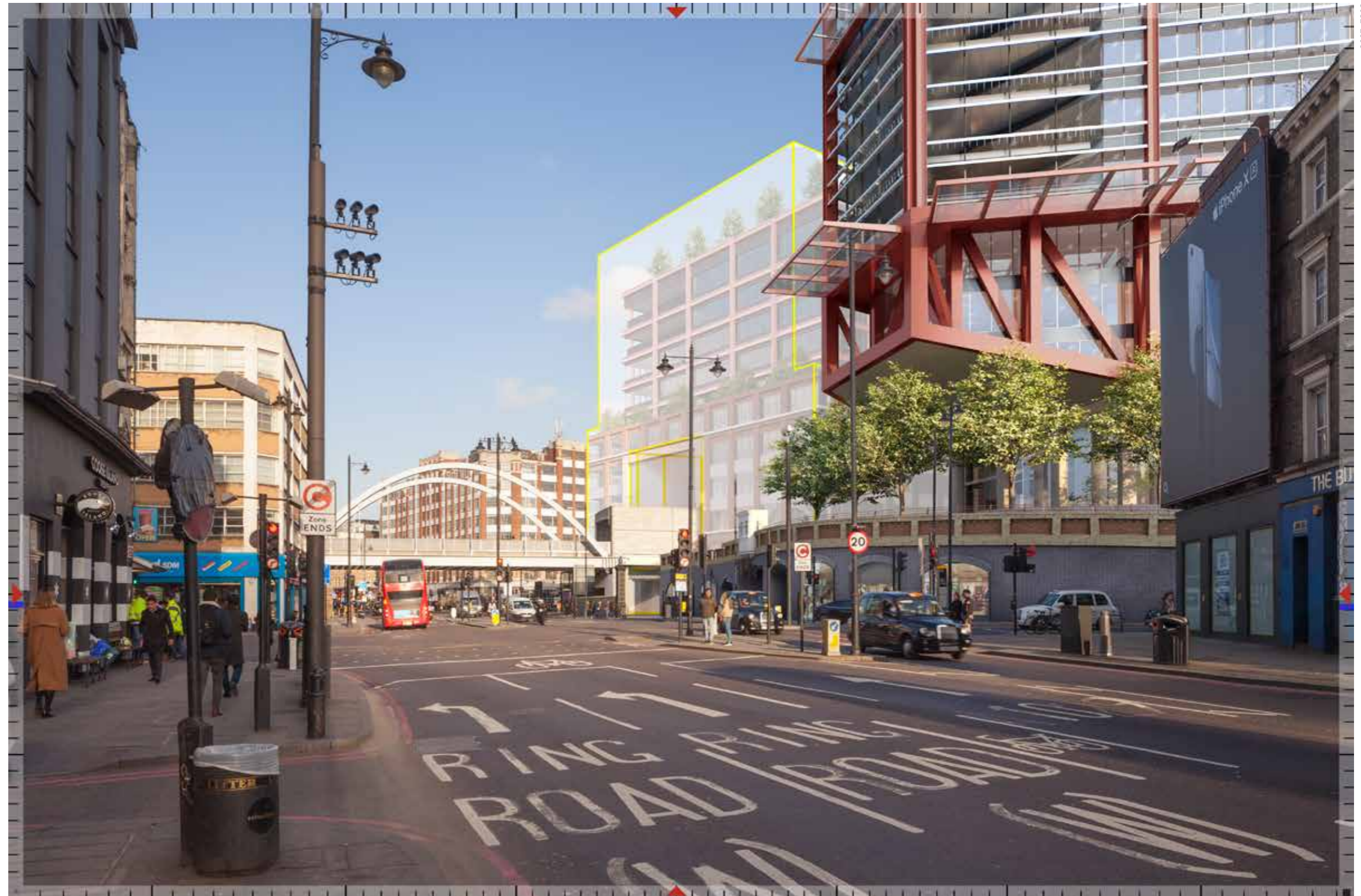
Proposed

2.122 The site will be transformed. There will be significant enhancement to the street edge through the restoration of the listed historic boundary wall and oriel window, as well as the tree planting in the new open space above. The building on Plot 1 sits comfortably at the junction with Bethnal Green Road, straddling the Overground track, and the well articulated base of the building on Plot 2 over sails the new open space. The scale of development will help mitigate the negative effects of the wide busy highway and bring a large, mostly vacant site, that currently detracts from its surroundings, back into use.

2.123 This is a moderate to major change to a view of low sensitivity.

The significance is moderate.

The effect is beneficial.



Proposed

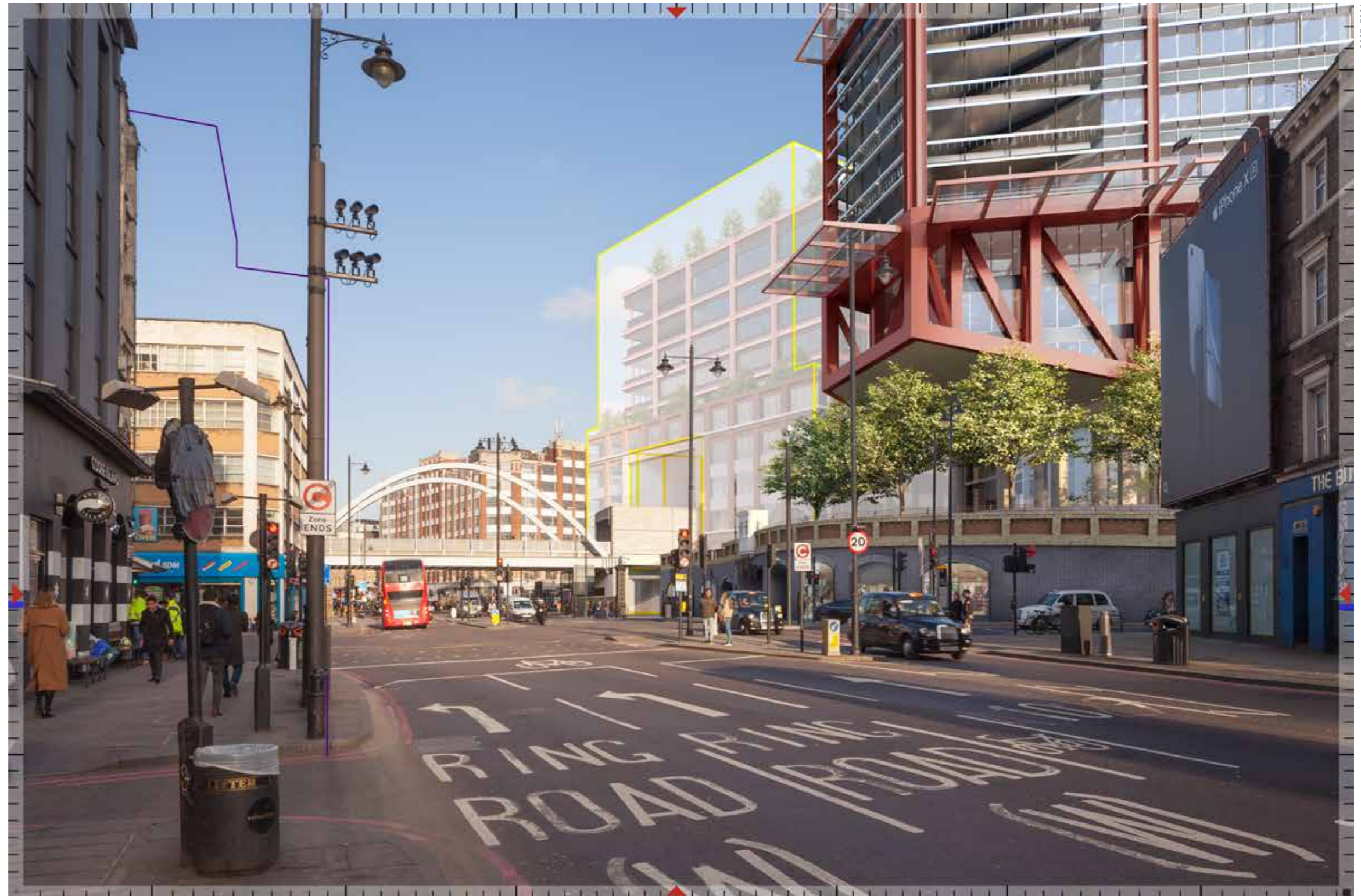
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View as cumulative

2.124 Taking into account the cumulative schemes there will be a moderate to major change to a view of low sensitivity.

The significance is moderate.

The effect is beneficial.

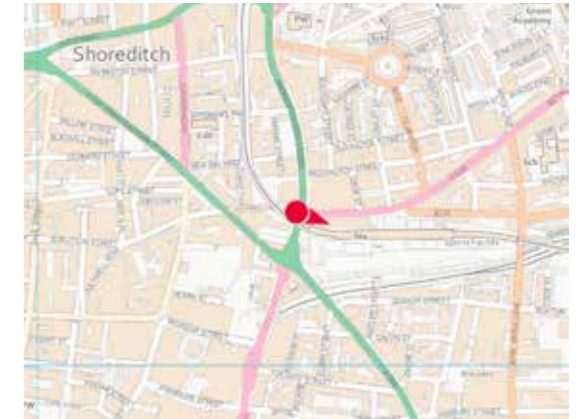


Cumulative

3897_7204



Existing



Existing

- 2.125 This view is looking east along Bethnal Green Road, along the northern edge of the site, from the west footway of Shoreditch High Street. The viewpoint and foreground to the far left (facing) are within South Shoreditch Conservation Area. Shoreditch High Street (and Bethnal Greens Road) form the boundary of the South Shoreditch Conservation Area in this location.
- 2.126 The view is dominated by the busy road junction and the 'gap' of the vacant site, with the exposed Overground station enclosure running across it. The Tea Building (to the left) is prominent at the junction, and the Avant Garde Tower is visible beyond in the distance. This is a view of a fractured townscape.
- 2.127 This is a view of low sensitivity.

Proposed

2.128 The Revised Scheme will transform the south Side of Bethnal Green Road, significantly enhancing the local townscape. There will be significant enhancement to the street edge through the provision of a permanent, positive and active built edge to the street. The building on Plot 1 (and those on Plot 4 beyond, will straddle the Overground enclosure. The scale of development will help mitigate the negative effects of the wide busy highway and bring a large, mostly vacant site, that currently detracts from its surroundings, back into use.

2.129 This is a major change to a view of low sensitivity.

The significance is moderate.

The effect is beneficial.



Proposed



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View as cumulative

2.130 Taking into account the cumulative schemes there will be a major change to a view of low sensitivity.

The significance is moderate.

The effect is beneficial.



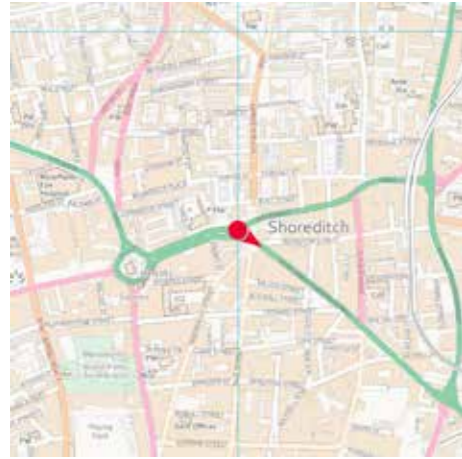
Cumulative

3897_0144

Appendices

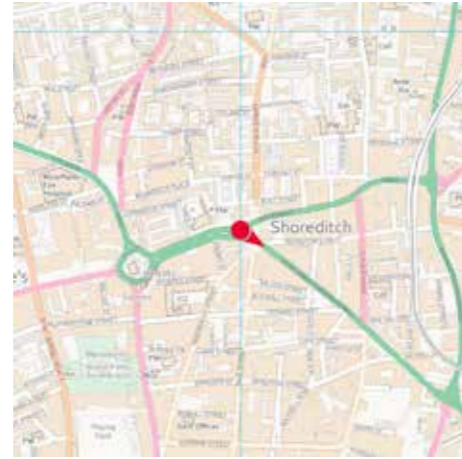
A1 View Locations

26s | Great Eastern Street: traffic island at junction with Old Street | Summer



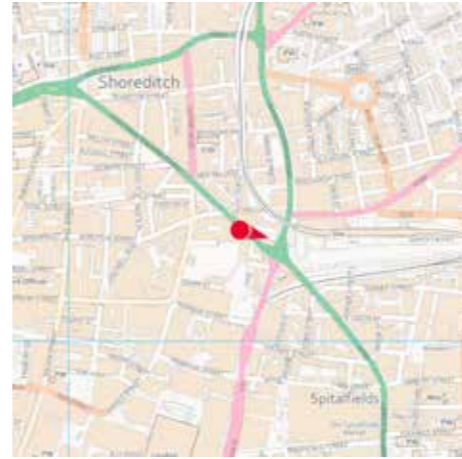
Camera Location
 National Grid Reference 532997.9E 182563.8N
 Camera height 18.53m AOD
 Looking at Centre of Site
 Bearing 124.8°, distance 0.7km
Photography Details
 Height of camera 1.60m above ground
 Date of photograph 22/10/2018
 Time of photograph 14:54
 Canon EOS 5D Mark II DSLR
 Lens 24mm

26w | Great Eastern Street: traffic island at junction with Old Street | Winter



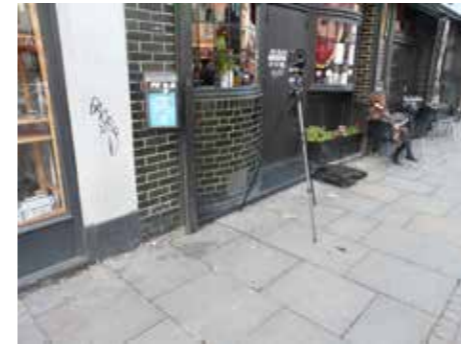
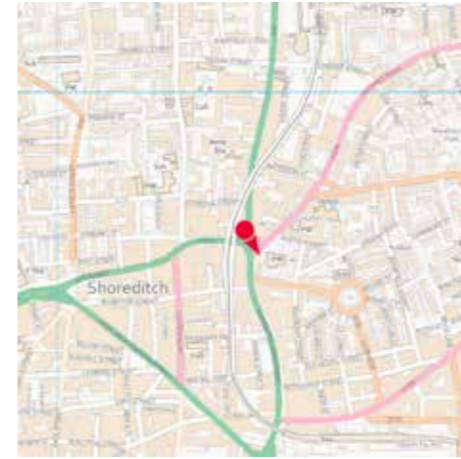
Camera Location
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 Camera height 18.55m AOD
 Looking at Centre of Site
 Bearing 124.6°, distance 0.7km
Photography Details
 Height of camera 1.60m above ground
 Date of photograph 07/12/2018
 Time of photograph 15:15
 Canon EOS 5D Mark II DSLR
 Lens 24mm

28 | Great Eastern Street / Fairchild Street



Camera Location
 National Grid Reference 533375.8E 182244.7N
 Camera height 16.36m AOD
 Looking at Centre of Site
 Bearing 105.2°, distance 0.3km
Photography Details
 Height of camera 1.60m above ground
 Date of photograph 26/08/2013
 Time of photograph 18:39
 Canon EOS 5D Mark II DSLR
 Lens 24mm

29 | Southern end of Kingsland Road



Camera Location
 National Grid Reference 533411.0E 182696.6N
 Camera height 19.02m AOD
 Looking at Centre of Site
 Bearing 149.0°, distance 0.5km
Photography Details
 Height of camera 1.60m above ground
 Date of photograph 02/04/2015
 Time of photograph 15:35
 Canon EOS 5D Mark II DSLR
 Lens 24mm

30 | Shoreditch High Street: junction with Rivington Street



Camera Location
 National Grid Reference 533419.4E 182572.9N
 Camera height 17.95m AOD
 Looking at Centre of Site
 Bearing 157.0°, distance 0.4km
Photography Details
 Height of camera 1.60m above ground
 Date of photograph 18/07/2013
 Time of photograph 17:19
 Canon EOS 5D Mark II DSLR
 Lens 24mm

31 | Shoreditch High Street: junction with Bateman Row: Night



Camera Location
 National Grid Reference 533472.6E 182475.4N
 Camera height 17.29m AOD
 Looking at Centre of Site
 Bearing 173.2°, distance 0.3km
Photography Details
 Height of camera 1.60m above ground
 Date of photograph 31/10/2018
 Time of photograph 17:03
 Canon EOS 5D Mark II DSLR
 Lens 24mm

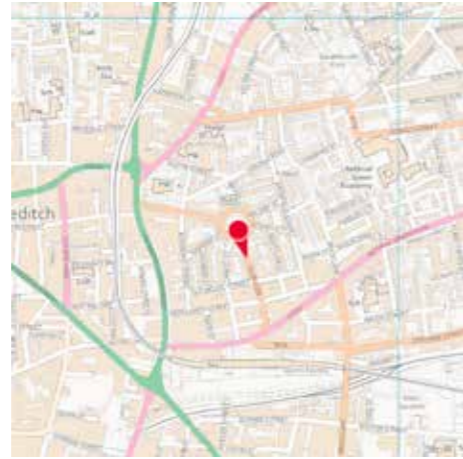
Appendices (continued)

32w | Arnold Circus Roundabout: Boundary Gardens, southern steps | Winter



Camera Location
 National Grid Reference 533633.8E 182521.0N
 Camera height 17.74m AOD
 Looking at Centre of Site
 Bearing 192.1°, distance 0.3km
Photography Details
 Height of camera 1.60m above ground
 Date of photograph 20/12/2007
 Time of photograph 10:11
 Linhof M 679cc w/ Phase One P45 digital back
 Lens 35mm

33 | Arnold Circus along Club Row | Winter



Camera Location
 National Grid Reference 533647.2E 182533.6N
 Camera height 21.33m AOD
 Looking at Centre of Site
 Bearing 163.5°, distance 0.3km
Photography Details
 Height of camera 1.60m above ground
 Date of photograph 29/12/2013
 Time of photograph 09:00
 Canon EOS 5D Mark II DSLR
 Lens 24mm

35 | Shoreditch High Street, west side opposite Redchurch Street



Camera Location
 National Grid Reference 533478.1E 182343.9N
 Camera height 17.06m AOD
 Looking at Centre of Site
 Bearing 160.6°, distance 0.2km
Photography Details
 Height of camera 1.60m above ground
 Date of photograph 02/04/2015
 Time of photograph 15:27
 Canon EOS 5D Mark II DSLR
 Lens 24mm

36 | Bethnal Green Road: junction with Chilton Street



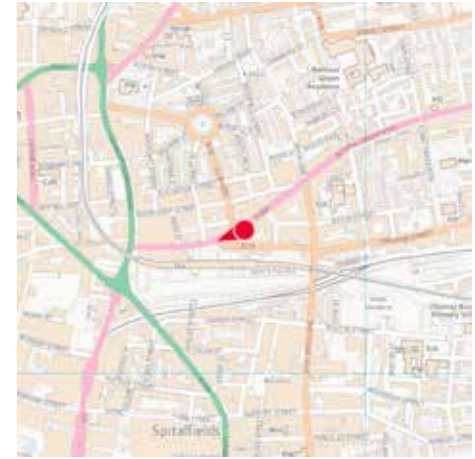
Camera Location
 National Grid Reference 533948.7E 182479.8N
 Camera height 18.13m AOD
 Looking at Centre of Site
 Bearing 237.6°, distance 0.4km
Photography Details
 Height of camera 1.60m above ground
 Date of photograph 22/10/2018
 Time of photograph 10:06
 Canon EOS 5D Mark II DSLR
 Lens 24mm

36n | Bethnal Green Road: junction with Chilton Street | Night



Camera Location
 National Grid Reference 533948.7E 182479.8N
 Camera height 18.11m AOD
 Looking at Centre of Site
 Bearing 238.2°, distance 0.4km
Photography Details
 Height of camera 1.60m above ground
 Date of photograph 31/10/2018
 Time of photograph 17:16
 Canon EOS 5D Mark II DSLR
 Lens 24mm

40 | Bethnal Green Road near to Club Row



Camera Location
 National Grid Reference 533734.1E 182315.9N
 Camera height 16.74m AOD
 Looking at Centre of Site
 Bearing 248.5°, distance 0.1km
Photography Details
 Height of camera 1.60m above ground
 Date of photograph 22/10/2018
 Time of photograph 09:34
 Canon EOS 5D Mark II DSLR
 Lens 24mm

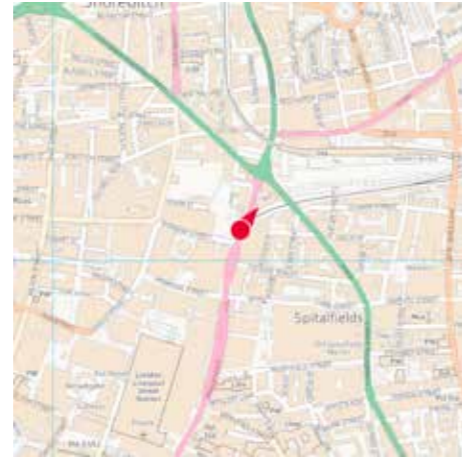
Appendices (continued)

44 | Commercial Street close to Whites Row



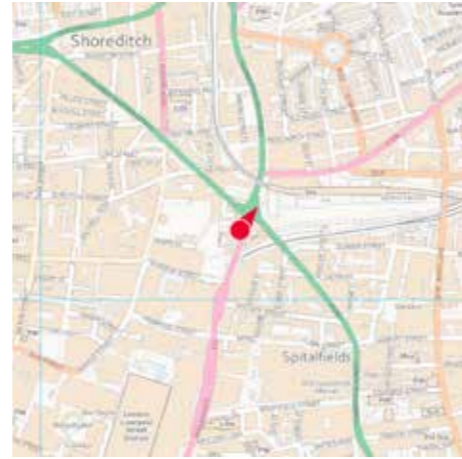
Camera Location
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 Camera height 15.33m AOD
 Looking at Centre of Site
 Bearing 335.7°, distance 0.5km
Photography Details
 Height of camera 1.60m above ground
 Date of photograph 22/10/2018
 Time of photograph 11:42
 Canon EOS 5D Mark II DSLR
 Lens 24mm

51n | Norton Folgate: opposite junction with Fleur de Lis Street: Night



Camera Location
 National Grid Reference 533412.0E 182068.1N
 Camera height 15.62m AOD
 Looking at Centre of Site
 Bearing 37.9°, distance 0.3km
Photography Details
 Height of camera 1.60m above ground
 Date of photograph 26/08/2013
 Time of photograph 20:25
 Canon EOS 5D Mark II DSLR
 Lens 24mm

65 | Shoreditch High Street / Plough Yard



Camera Location
 National Grid Reference 533436.8E 182153.8N
 Camera height 15.87m AOD
 Looking at Centre of Site
 Bearing 36.9°, distance 0.2km
Photography Details
 Height of camera 1.60m above ground
 Date of photograph 11/12/2018
 Time of photograph 13:03
 Canon EOS 5D Mark II DSLR
 Lens 24mm

66 | Shoreditch High Street / Bethnal Green Road



Camera Location
 National Grid Reference 533474.5E 182280.7N
 Camera height 16.40m AOD
 Looking at Centre of Site
 Bearing 109.9°, distance 0.2km
Photography Details
 Height of camera 1.60m above ground
 Date of photograph 25/03/2019
 Time of photograph 15:56
 Canon EOS 5D Mark IV DSLR
 Lens 24mm

Appendices (continued)

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Appendices (continued)

A2 Model Overview

Plot 02 142.4m AOD
Plot 03 53.5m AOD
Plot 01 89.15m AOD
Plot 08 105.75m AOD
Plot 04 81.545m AOD
Plot 05 61.85m AOD
Plot 10 57.3m AOD
Plot 06 32.5m AOD



Aerial view of Proposed Development

MHL ref: towh0045\+detail190212-fb-proposed
towh0045\+mass200424-fb-proposed-plot1

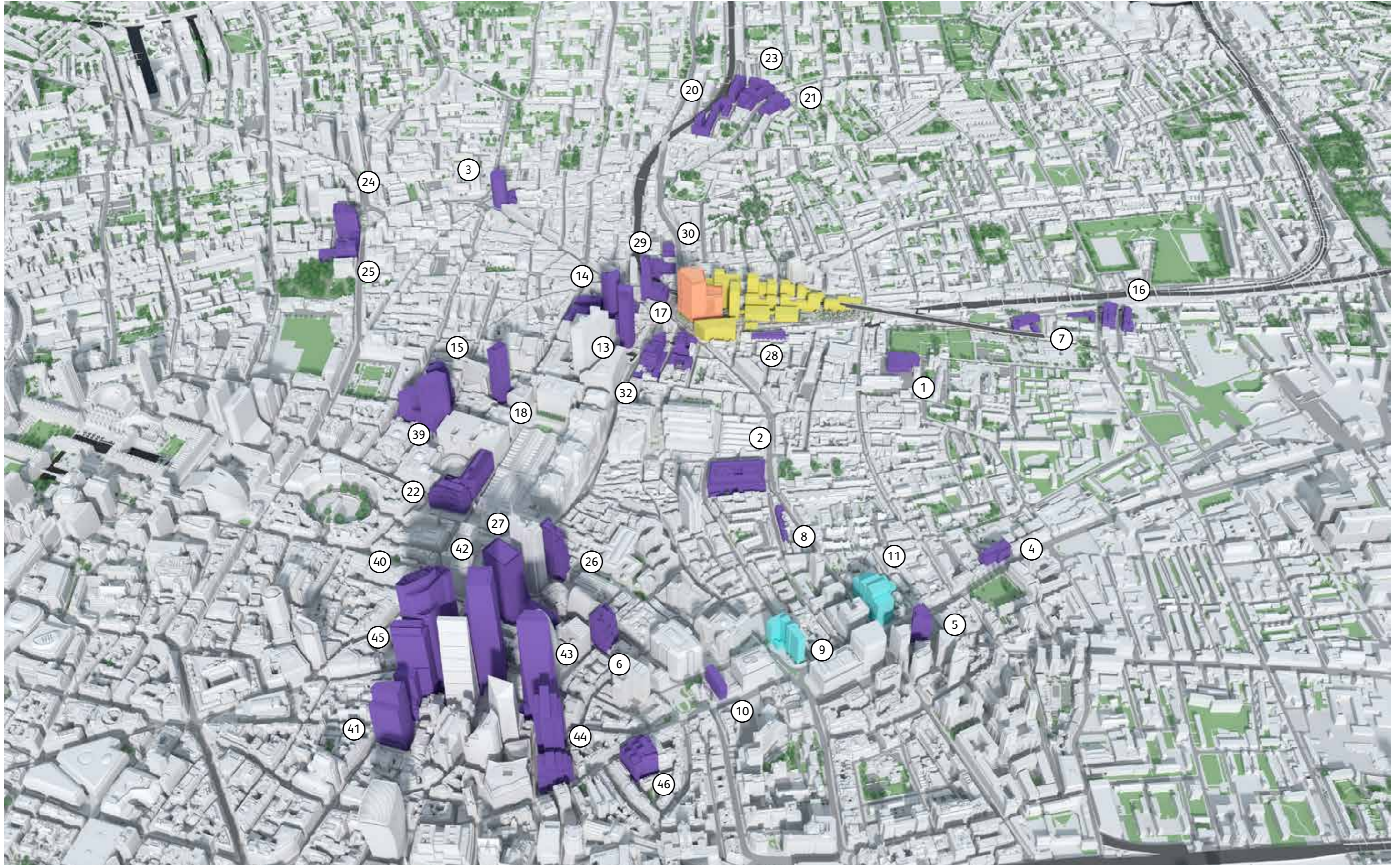
Appendices (continued)

A3 Details of schemes

index	scheme name	address	reference	PA	status	source of model data	positioning method	MH reference	colour
1	Trumans Brewery	Land within former Truman's Brewery site, Spital Street / Buxton Street	PA/12/00090	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0646.profile141008-dp-proposed	Violet
2	London Fruit & Wool Exchange (2016)	London Fruit Exchange Brushfield Street And Multi Storey Car Park Whites Row, Brushfield Street, London	PA/16/03266/S	THBC	Completed	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0020.detail160429-sr-proposed	Violet
3	Artotel 2016	84-86 Great Eastern Street & 1-3 Rivington Street London EC2A 3JL	2016/4054	Hackney	Legal Consent granted	Model supplied by Architect and simplified by Millerhare	Position relative to O.S. supplied by architect	hack0055.mass170329-consented	Violet
4	Black Lion House (EastGate)	Black Lion House, 45 Whitechapel Road, London, E1 1DU	PA/13/02162	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0058-a.profile140805-dp-consented	Violet
5	Aldgate Place (2012)	Site bounded by Leman Street, Whitechapel High Street, Commercial Road and Buckle Street.	PA/13/00218	THBC	Legal Consent granted	CAD drawings supplied by Allies and Morrison	Position relative to O.S. supplied by architect	towh0039.profile130204-kpn-consented	Violet
6	Bevis Marks House (2017)	Bevis Marks House 24 Bevis Marks London EC3A 7JB	17/00330/FULMAJ	CoL	Legal Consent granted	Model supplied by KPF	Position relative to O.S. supplied by architect	city0278.simple170116-kpf-proposed-chalk	Violet
7	Pedley Street	Land at Fakruddin Street and Pedley Street, London, E1	PA/12/02228	THBC	Under Construction	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0639.profile130413-dp-consented	Violet
8	Spitalfields Works	11-31 Toynbee Street and 67-69 Commercial Street, London	PA/16/02878/A1	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0035.profile190111-dp-proposed	Violet
9	Middlesex Street Unite Students PLC	Site At 3-11 Goulston Street And 4-6 And 16-22 Middlesex Street, Middlesex Street, London	PA/18/01544/A1	THBC	Submitted for planning	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0308.mass180904-rb-consented	Cyan
10	Dorsett City	9 – 13 Aldgate High Street London EC3N 1AH	13/00590/FULMAJ	CoL	Completed	Paper planning application drawings from local authority	Best fit to Ordnance Survey	city0280.profile140702-dp-consented	Violet
11	101 Whitechapel High Street	Site at 2-6 Commercial Street, 98 and 101-105 Whitechapel High Street, carpark to the rear of 95-97 Whitechapel High Street (known as Spreadingale Yard) and Canon Barnett Primary School, E1	PA/18/02615/A1	THBC	Submitted for planning	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0041.profile190111-dp-proposed	Cyan
12	Huntingdon Industrial Estate								
13	Principal Place	Land Fronting Norton Folgate Worship Street Bowl Park Plough Yard Hearn Street and Curtain Road London EC2A 3BZZ	2011/0698	Hackney	Under Construction	Model supplied by Foster and Partners and simplified by Millerhare	Best fit to Ordnance Survey	hack0021.surface140321-fosters-proposed-chalk	Violet
14	The Stage (s73)	Land Bounded by Curtain Road/Hearn Street/Plough Yard/Fairchild Place/Great Eastern Street/Hewett Street	2017/0864	Hackney	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	hack0020-a.mass180904-rb-consented	Violet
15	1 Crown Place (2016)	5-29 Sun Street, 1-17 Crown Place 8-16 Earl Street and 54 Wilson Street London EC2M 2PS	2016/3792	Hackney	Legal Consent granted	Model supplied by KPF	Position relative to O.S. supplied by architect	hack0001.surface160819-kpf-proposed	Violet
16	120 Vallance Road	120 Vallance Road & 2-4 Hemming Street, London, E1	PA/15/01231/A1	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0736.profile190111-dp-existing	Violet
17	201-207 Shoreditch High Street	201-207 Shoreditch High Street and 1 Fairchild Street Hackney London E1 6LG	2015/2403	Hackney	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	hack0024.mass151106-dp-proposed	Violet
18	13-14 Appold Street (Bavaria House)	Bavaria House, 13-14 Appold Street, London, EC2A 2NB	2015/1685	Hackney	Legal Consent granted	Model supplied by KPF and simplified by Millerhare	Position relative to O.S. supplied by architect	hack0003.profile151030-kpf-proposed	Violet
20	1-13 Long Street	1-13 Long Street Hackney LONDON E2 8HJ	2012/2013	Hackney	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	hack0087.profile140916-dp-consented	Violet
21	114-150 Hackney Road	114-150 Hackney Road, London, E2 7QL	PA/17/00250/A1	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0760.profile190111-dp-proposed	Violet
22	100 Liverpool Street (2017)	100 Liverpool Street London EC2M 2RH	17/00276/FULL	CoL	Under Construction	Model supplied by Hopkins Architects	Position relative to O.S. supplied by architect	city0514-c.detail170131-ha-proposed-chalk	Violet
23	97-137 Hackney Road	97-137 Hackney Road London E2 8ET	2015/3455	Hackney	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	hack0084.profile160215-dp-proposed	Violet
24	City Road Estate (2010)	210 – 218 Old Street, 70-100 City Road, 32-37 Featherstone Street and 13-15 Mallow Street, Islington, London, EC1V 9UN	P101833	Islington	Completed	Model supplied by AHMM	Position relative to O.S. supplied by architect	isli0085.mass100617-ahmm-proposed	Violet
25	Monmouth House	Monmouth House, 58-64 City Road, London, EC1Y 2AE	P2015/3136/FUL	Islington	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	isli0125-l.profile160310-consented	Violet
26	150 Bishopsgate (s73)	Site Bounded By Stone House And Staple Hall Bishopsgate Devonshire Row London EC2	17/00623/FULL	CoL	Legal Consent granted	Model supplied by PLP	Position relative to O.S. supplied by architect	city0313-b.detail170918-plp-proposed-chalk	Violet
27	100 Bishopsgate (2012)	100 Bishopsgate, City of London, EC2	12/00129/FULL	CoL	Under Construction	Model supplied by Allies and Morrison and simplified by Millerhare	Position relative to O.S. supplied by architect	city0311-g.surface151105-am-proposed	Violet
28	Silwex House (2016)	Silwex House, Quaker Street, London, E1 6SN	PA/16/00392/A1	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0740.profile190227-kt-consented	Violet
29	Shoreditch Village Phase II	183-187 Shoreditch High Street, bounded by Holywell Lane, New Inn Yard, and rail viaduct London E1 6HUZZ	2017/0596	Hackney	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	hack0028-c.profile171124-dp-consented	Violet
30	168-178 Shoreditch High Street	168-178 Shoreditch High Street, London	2015/3317	Hackney	Completed	Paper planning application drawings from local authority	Best fit to Ordnance Survey	hack0029.mass190227-dp-consented	Violet
31	281-285 Bethnal Green Road								
32	Blossom Street	Blossom St, London E1	PA/14/03548	Hackney	Legal Consent granted	Models supplied by AHMM and simplified by Millerhare	Position relative to O.S. supplied by architect	hack0036.profile150319-ahmm-proposed	Violet
33	Sainsbury Foodstore								
34	Maersk House (Beagle House)								
35	49-51 Paul Street								
36	Development House								
37	Enterprise House								
38	The Tulip								
39	2-3 Finsbury Avenue	2-3 Finsbury Avenue London EC2M 2PA	16/00149/FULEIA	CoL	Legal Consent granted	Model supplied by Arup Associates	Position relative to O.S. supplied by architect	city0511.surface160620-aa-proposed	Violet
40	22 Bishopsgate (2016)	22 Bishopsgate London EC2N	16/00849/FULEIA	CoL	Under Construction	Model supplied by PLP	Position relative to O.S. supplied by architect	city0311-b.detail180904-plp-proposed-chalk	Violet
41	1 Leadenhall (2018)	Leadenhall Court 1 Leadenhall Street London EC3V 1PP	18/00740/FULEIA	CoL	Legal Consent granted	Model supplied by Make	Position relative to O.S. supplied by architect	city0261-a.surface180607-make-consented	Violet
42	1 Undershaft	1 Undershaft, London, EC3P 3DQ	16/00075/FULEIA	CoL	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	city0311-f.mass161020-kn-proposed-lower	Violet
43	100 Leadenhall Street	100 Leadenhall Street London EC3A 3BP	18/00152/FULEIA	CoL	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	city0310-c.profile180316-dp-proposed	Violet
44	40 Leadenhall Street	Site Bounded By 19-21 & 22 Billiter Street, 49 Leadenhall Street, 108 & 109-114 Fenchurch Street, 6-8 & 9-13 Fenchurch Buildings London EC3	13/01004/FULEIA	CoL	Legal Consent granted	Model supplied by Make Architects and simplified by Millerhare	Position relative to O.S. supplied by architect	city0273.surface150604-fg-proposed-plant	Violet
45	6-8 Bishopsgate (2017)	6 – 8 Bishopsgate & 150 Leadenhall Street London EC2N 4DA & EC3V 4QT	17/00447/FULEIA	CoL	Legal Consent granted	Model supplied by Wilkinson Eyre Architects and simplified by Millerhare	Position relative to O.S. supplied by architect	city0311-c.profile170321-wea-proposed	Violet
46	76-86 Fenchurch Street (2015)	76 – 86 Fenchurch Street, 1 – 7 Northumberland Alley & 1 & 1A Carlisle Avenue London EC3N 2ES	15/00702/FULMAJ	CoL	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	city0275-b.mass151217-dp-proposed	Violet

Cumulative schemes 12, 31 and 33 to 38 have not been illustrated in the TVIA

Appendices (continued)



Aerial diagram showing location of schemes

Appendices (continued)

A4 Accurate Visual Representations

A4.1 Each of the views in this study has been prepared as an Accurate Visual Representation (AVR) following a consistent methodology and approach to rendering. Appendix C of the London View Management Framework: Supplementary Planning Guidance (March 2012) defines an AVR as:

“An AVR is a static or moving image which shows the location of a proposed development as accurately as possible; it may also illustrate the degree to which the development will be visible, its detailed form or the proposed use of materials. An AVR must be prepared following a well-defined and verifiable procedure and can therefore be relied upon by assessors to represent fairly the selected visual properties of a proposed development. AVRs are produced by accurately combining images of the proposed building (typically created from a three-dimensional computer model) with a representation of its context; this usually being a photograph, a video sequence, or an image created from a second computer model built from survey data. AVRs can be presented in a number of different ways, as either still or moving images, in a variety of digital or printed formats.”

A4.2 In this study the baseline condition is provided by carefully taken large format photography. The proposed condition is represented as an accurate photomontage, which combines a computer generated image with the photographic context. In preparing AVRs of this type certain several key attributes need to be determined, including:

- the Field of View
- the representation of the Proposed Development
- documentation accompanying the AVR

Selection of Field of View

A4.3 The choice of telephoto, standard or wide-angle lens, and consequently the Field of View, is made on the basis of the requirements for assessment which will vary from view to view.

A4.4 In the simple case the lens selection will be that which provides a comfortable Viewing Distance. This would normally entail the use of what most photographers would refer to as a “standard” or “normal” lens, which in practice means the use of a lens with a 35mm equivalent focal length of between about 40 and 58 mm.

A4.5 However in a visual assessment there are three scenarios where constraining the study to this single fixed lens combination would not provide the assessor with the relevant information to properly assess the Proposed Development in its context.

Field Of View

The term ‘Field Of View’ (FOV) or more specifically Horizontal Field of View (HFOV), refers to the horizontal angle of view visible in a photograph or printed image and is expressed in degrees. It is often generally referred to as ‘angle of view’, ‘included angle’ or ‘view cone angle’.

Using this measure it becomes practical to make a comparison between photographs taken using lens of various focal lengths captured on to photographic film or digital camera sensors of various size and proportions. It is also possible to compare computer renderings with photographic images.

Studies of this type use a range of camera equipment; in recent times digital cameras have largely superseded the traditional film formats of 35mm, medium format (6cm x 6cm) and large format (5in x 4in). Comparing digital and film formats may be achieved using either the HFOV or the 35mm equivalent lens calculation, however quoting the lens focal length (in mm) is not as consistently applicable as using the HFOV when comparing AVRs.

35mm Lens	HFOV degrees	Lens focal length (mm)
Wide angle lens	74.0	24
Medium wide lens	54.4	35
Telephoto lens	28.8	70
Telephoto lens	20.4	100
Telephoto lens	10.3	200
Telephoto lens	6.9	300

The FOV of digital cameras is dependent on the physical dimensions of the CCD used in the camera. These depend on the make and model of the camera. The comparison table uses the specifications for a Canon EOS-5D Mark II which has CCD dimensions of 36.0mm x 22.0mm.

A4.6 Firstly, where the relationship being assessed is distant, the observer would tend naturally to focus closely on it. At this point the observer might be studying as little as 5 to 10 degrees in plan. The printing technology and image resolution of a print limit the amount of detail that can be resolved on paper when compared to the real world, hence in this situation it is appropriate to make use of a telephoto lens.

A4.7 Secondly, where the wider context of the view must be considered and in making the assessment a viewer would naturally make use of peripheral vision in order to understand the whole. A print has a fixed extent which constrains the angle of view available to the viewer and hence it is logical to use a wide angle lens in these situations in order to include additional context in the print.

A4.8 Thirdly where the viewing point is studied at rest and the eye is free to roam over a very wide field of view and the whole setting of the view can be examined by turning the head. In these situations it is appropriate to provide a panorama comprising of a number of photographs placed side by side.

A4.9 For some views two of these scenarios might be appropriate, and hence the study will include two versions of the same view with different fields of view.

Representation of the Proposed Development and cumulative schemes

Classification of AVRs

A4.10 AVRs are classified according to their purpose using Levels 0 to 3. These are defined in detail in Appendix C of the London View Management Framework: Supplementary Planning Guidance (July 2007). The following table is a summary.

AVR level	showing	purpose
AVR 0	Location and size of proposal	Showing Location and size
AVR 1	Location, size and degree of visibility of proposal	Confirming degree of visibility
AVR 2	As level 1 + description of architectural form	Explaining form
AVR 3	As level 2 + use of materials	Confirming the use of materials

A4.11 In practice the majority of photography based AVRs are either AVR 3 (commonly referred to as “fully rendered” or “photoreal”) or AVR 1 (commonly referred to as “wire-line”). Model based AVRs are generally AVR 1.

AVR 3 – Photoreal



Example of AVR 3 – confirming the use of materials (in this case using a ‘photo-realistic’ rendering technique)

A4.12 The purpose of a Level 3 AVR is to represent the likely appearance of the Proposed Development under the lighting conditions found in the photograph. All aspects of the images that are able to be objectively defined have been created directly from a single detailed description of the building. These include the geometry of the building and the size and shape of shadows cast by the sun.

A4.13 Beyond this it is necessary to move into a somewhat more subjective arena where the judgement of the delineator must be used in order to define the final appearance of the building under the specific conditions captured by the photographic and subsequent printing processes. In this area the delineator is primarily guided by the appearance of similar types of buildings at similar distances in the selected photograph. In large scope studies photography is necessarily executed over a long period of time and sometimes at short notice. This will produce a range of lighting conditions and photographic exposures. The treatment of lighting and materials within these images will respond according to those in the photograph.

A4.14 Where the Proposed Development is shown at night-time, the lightness of the scheme and the treatment of the materials was the best judgment of the visualiser as to the likely appearance of the scheme given the intended lighting strategy and the ambient lighting conditions in the background photograph. In particular the exact lighting levels are not based on photometric calculations and therefore the resulting image is assessed by the Architect and Lighting Designer as being a reasonable interpretation of the concept lighting strategy.

Appendices (continued)

AVR 1 – Outline



Example of AVR 1 confirming degree of visibility (in this case as an occluded 'wire-line' image)

A4.15 The purpose of a wire-line view is to accurately indicate the location and degree of visibility of the Proposed Development in the context of the existing condition and potentially in the context of other proposed schemes.

A4.16 In AVR1 representation each scheme is represented by a single line profile, sometimes with key edges lines to help understand the massing. The width of the profile line is selected to ensure that the diagram is clear, and is always drawn inside the true profile. The colour of the line is selected to contrast with the background. Different coloured lines may be used in order to distinguish between proposed and consented status, or between different schemes.

A4.17 Where more than one scheme is represented in outline form the outlines will obscure each other as if the schemes were opaque. Trees or other foliage will not obscure the outline of schemes behind them. This is because the transparency of trees varies with the seasons, and the practical difficulties of representing a solid line behind a filigree of branches. Elements of a temporary nature (e.g. cars, tower cranes, people) will similarly not obscure the outlines.

Framing the view

A4.18 Typically AVRs are composed with the camera looking horizontally i.e. with a horizontal Optical Axis. This is in order to avoid converging verticals which, although perspective correct, appear to many viewers as unnatural in print form. The camera is levelled using mechanical levelling devices to ensure the verticality of the Picture Plane, being the plane on to which the image is projected; the film in the case of large format photography or the CCD in the case of digital photography.

A4.19 For a typical townscape view, a Landscape camera format is usually the most appropriate, giving the maximum horizontal angle of view. Vertical rise may be used in order to reduce

the proportion of immediate foreground visible in the photograph. Horizontal shift will not be used. Where the prospect is framed by existing buildings, portrait format photographs may be used if this will result in the proposal being wholly visible in the AVR, and will not entirely exclude any relevant existing buildings.

A4.20 Where the Proposed Development would extend off the top of the photograph, the image may be extended vertically to ensure that the full height of the Proposed Development is shown. Typically images will be extended only where this can be achieved by the addition of sky and no built structures are amended. Where it is necessary to extend built elements of the view, the method used to check the accuracy of this will be noted in the text.

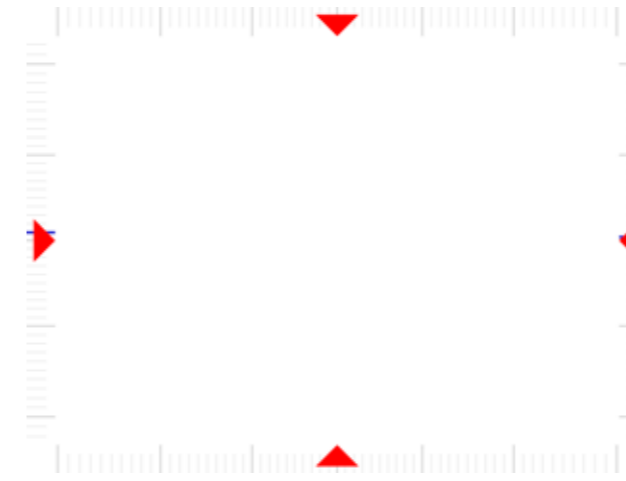
Documenting the AVR

Border annotation

A4.21 A Millerhare AVR image has an annotated border or 'graticule' which indicates the field of view, the optical axis and the horizon line. This annotation helps the user to understand the characteristics of the lens used for the source photograph, whether the photographer applied tilt, vertical rise or horizontal shift during the taking of the shot and if the final image has been cropped on one or more sides.

A4.22 The four red arrows mark the horizontal and vertical location of the 'optical axis'. The optical axis is a line passing through the eye point normal to the projection plane. In photography this line passes through the centre of the lens, assuming that the film plane has not been tilted relative to the lens mount. In computer rendering it is the viewing vector, i.e. the line from the eye point to the target point.

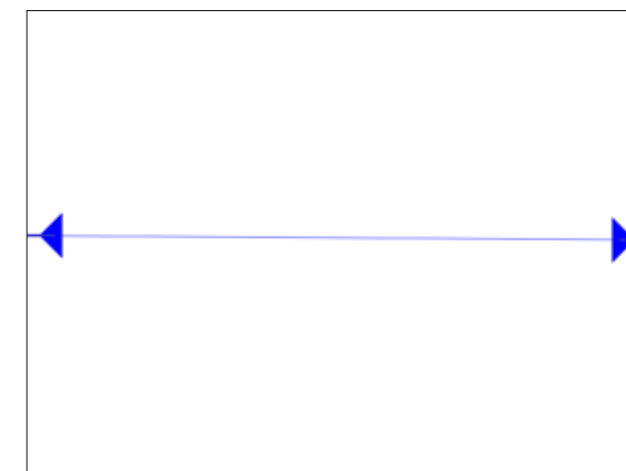
A4.23 If the point indicated by these marks lies above or below the centre of the image, this indicates either that vertical rise was used when taking the photograph or that the image has subsequently been cropped from the top or bottom edge. If it lies to the left or right of the centre of the image then cropping has been applied to one side or the other, or more unusually that horizontal shift was applied to the photograph.



Sample graticule showing optical axis markers

A4.24 The vertical and horizontal field of view of the final image is declared using a graticule consisting of thick lines at ten degree increments and intermediate lines every degree, measured away from the optical axis. Using this graticule it is possible to read off the resultant horizontal and vertical field of view, and thereby to compare the image with others taken using specific lens and camera combinations. Alternatively it can be used to apply precise crops during subsequent analysis.

A4.25 The blue marks on the left and right indicate the calculated location of the horizon line i.e. a plane running horizontally from the location of the camera. Where this line is above or below the optical axis, this indicates that the camera has been tilted; where it is not parallel with the horizontal marking of the optical axis, this indicates that the camera was not exactly horizontal, i.e. that "roll" is present. Note that a small amount of tilt and roll is nearly always present in a photograph, due to the practical limitations of the levelling devices used to align the camera in the field.



Sample graticule showing horizon line markers

Comparing AVRs with different FOVs

A4.26 A key benefit of the index markings is that it becomes practical to crop out a rectangle in order to simulate the effect of an image with a narrower field of view. In order to understand the effect of using a longer lens it is simply necessary to cover up portions of the images using the graticule as a guide.

Appendices (continued)

A5 Methodology for the production of Accurate Visual Representations

Overview of Methodology

A5.1 The study was carried out by Millerhare (the Visualiser) by combining computer generated images of the Proposed Development with large format photographs at key strategic locations around the site as agreed with the project team. Surveying was executed by Absolute Survey (the Surveyor).

A5.2 The methodology employed by Millerhare is compliant with Appendix C of the London View Management Framework: Supplementary Planning Guidance (March 2012) and Landscape Institute Advice Note 01/11.

A5.3 The project team defined a series of locations in London where the proposed buildings might have a significant visual effect. At each of these locations Millerhare carried out a preliminary study to identify specific Assessment Points from which a representative and informative view could be taken. Once the exact location had been agreed by the project team, a photograph was taken which formed the basis of the study. The precise location of the camera was established by the Surveyor using a combination of differential GPS techniques and conventional observations.

A5.4 For views where a photographic context was to be used additional surveying was carried out. A number of features on existing structures visible from the camera location were surveyed. Using these points, Millerhare has determined the appropriate parameters to permit a view of the computer model to be generated which exactly overlays the appropriate photograph. Each photograph has then been divided into foreground and background elements to determine which parts of the current context should be shown in front of the Proposed Development and which behind. When combined with the computer-generated image these give an accurate impression of the impact of the Proposed Development on the selected view in terms of scale, location and use of materials (AVR Level 3).

Spatial framework and reference database

A5.5 All data was assembled into a consistent spatial framework, expressed in a grid coordinate system with a local plan origin. The vertical datum of this framework is equivalent to Ordnance Survey (OS) Newlyn Datum.

A5.6 By using a transformation between this framework and the OSGB36 (National Grid) reference framework, Millerhare have been able to use other data sets (such as OS land line maps and ortho-corrected aerial photography) to test and document the resulting photomontages.

A5.7 In addition, surveyed observation points and line work from Millerhare's London Model database are used in conjunction with new data in order to ensure consistency and reliability.

A5.8 The models used to represent consented schemes have been assembled from a variety of sources. Some have been supplied by the original project team, the remainder have been built by Millerhare from available drawings, generally paper copies of the submitted planning application. While these models have not been checked for detailed accuracy by the relevant architects, Millerhare has used its best endeavours to ensure that the models are positioned accurately both in plan and in overall height.

Process – photographic context

Reconnaissance

A5.9 At each Study Location the Visualiser conducted a photographic reconnaissance to identify potential Assessment Points. From each candidate position, a digital photograph was taken looking in the direction of the Proposed Development using a wide angle lens. Its position was noted with field observations onto an OS map and recorded by a second digital photograph looking at a marker placed at the Assessment Point.

A5.10 In the situation where, in order to allow the appreciation of the wider setting of the proposal, the assessor requires more context than is practical to capture using a wide angle lens, multiple photographs may be combined to create a panorama, typically as a diptych or triptych. This will be prepared by treating each panel as a separate AVR and then combining in to a single panorama as a final process.

A5.11 The Visualiser assigned a unique reference to each Assessment Point and Photograph.

Final Photography

A5.12 From each selected Assessment Point a series of large format photographs were taken with a camera height of approximately 1.6m. The camera, lens, format and direction of view are determined in accordance with the policies set out above

A5.13 Where a panoramic view is specified the camera/tripod head is rotated through increments of 40 degrees to add additional panels to the left and/or right of the main view.

A5.14 The centre point of the tripod was marked and a digital photograph showing the camera and tripod in situ was taken to allow the Surveyor to return to its location. Measurements and field notes were also taken to record the camera location, lens used, target point and time of day.

Surveying the Assessment Points

A5.15 For each selected Assessment Point a survey brief was prepared, consisting of the Assessment Point study sheet and a marked up photograph indicating alignment points to be surveyed. Care was taken to ensure that a good spread of alignment points was selected, including points close to the camera and close to the target.

A5.16 Using differential GPS techniques the Surveyor established the location of at least two intervisible stations in the vicinity of the camera location. A photograph of the GPS antenna in situ was taken as confirmation of the position.

A5.17 From these the local survey stations, the requested alignment points were surveyed using conventional observation.

A5.18 The resulting survey points were amalgamated into a single data set by the Surveyor. This data set was supplied as a spreadsheet with a set of coordinates transformed and re-projected into OSGB36 (National Grid) coordinates, and with additional interpreted lines to improve the clarity of the surveyed data.

A5.19 From the point set, the Visualiser created a three dimensional alignment model in the visualisation system by placing inverted cones at each surveyed point.

Photo preparation

A5.20 From the set of photographs taken from each Assessment Point, one single photograph was selected for use in the study. This choice was made on the combination of sharpness, exposure and appropriate lighting.

A5.21 The selected photograph was copied into a template image file of predetermined dimensions. The resulting image was then examined and any artefacts related to the digital image capture process were rectified.

A5.22 Where vertical rise has been used the image is analysed and compensation is applied to ensure that the centre of the image corresponds to the location of the camera's optical axis.

Calculating the photographic alignment

A5.23 A preliminary view definition was created within the visualisation system using the surveyed camera location, recorded target point and FOV based on the camera and lens combination selected for the shot

A5.24 A lower resolution version of the annotated photograph was attached as a background to this view, to assist the operator to interpret on-screen displays of the alignment model and other relevant datasets.

A5.25 Using this preliminary view definition, a rendering was created of the alignment model at a resolution to match the scanned photograph. This was overlaid onto the background image to compare the image created by the actual camera and its computer equivalent. Based on the results of this process adjustments were made to the camera definition. When using a wide angle lens observations outside the circle of distortion are given less weighting.

A5.26 This process was iterated until a match had been achieved between the photograph and alignment model. At this stage, a second member of staff verified the judgements made. An A3 print was made of the resulting photograph overlaid with the

alignment model as a record of the match. This was annotated to show the extents of the final views to be used in the study.



Example of alignment model overlaid on the photograph

Preparing models of the Proposed Development

A5.27 A CAD model of the Proposed Development was created from 3D CAD models and 2D drawings supplied by the Architect. The level of detail applied to the model is appropriate to the AVR type of the final images.

A5.28 Models of the Proposed Development and other schemes are located within the spatial framework using reference information supplied by the Architect or, when not available, by best fit to other data from the spatial framework reference database. Study renders of the model are supplied back to the Architect for confirmation of the form and the overall height of the Proposed Development. The method used to locate each model is recorded. Each distinct model is assigned a unique reference code by the Visualiser.

Determining occlusion and creating simple renderings

A5.29 A further rendering was created using the aligned camera, which combined the Proposed Development with a computer-generated context. This was used to assist the operator to determine which parts of the source image should appear in front of the Proposed Development and which behind it. Using this image and additional site photography for information, the source file is divided into layers representing foreground and background elements.

A5.30 In cases where the Proposed Development is to be represented in silhouette or massing form (AVR1 or AVR2), final renderings of an accurate massing model were generated and inserted into the background image file between the foreground and background layers.

A5.31 Final graphical treatments were applied to the resulting image as agreed with the Architect and environmental and planning consultants. These included the application of coloured outlines to clarify the reading of the images or the addition of tones to indicate occluded areas.

Appendices (continued)

Creating more sophisticated renderings

- A5.32 Where more sophisticated representations of the Proposed Developments were required (AVR3) the initial model is developed to show the building envelope in greater detail. In addition, definitions were applied to the model to illustrate transparency, indicative material properties and inter-reflection with the surrounding buildings.
- A5.33 For each final view, lighting was set in the visualisation system to match the theoretical sunlight conditions at the time the source photograph was taken, and additional model lighting placed as required to best approximate the recorded lighting conditions and the representation of its proposed materials.
- A5.34 By creating high resolution renderings of the detailed model, using the calculated camera specification and approximated lighting scenario, the operator prepared an image of the building that was indicative of its likely appearance when viewed under the conditions of the study photograph. This rendering was combined with the background and foreground components of the source image to create the final study images.
- A5.35 A single CAD model of the Proposed Development has been used for all distant and local views, in which the architectural detail is therefore consistently shown. Similarly a single palette of materials has been applied. In each case the sun angles used for each view are transferred directly from the photography records.
- A5.36 Material definitions have been applied to the models assembled as described. The definitions of these materials have been informed by technical notes on the planning drawings and other available visual material, primarily renderings created by others. These resulting models have then been rendered using the lighting conditions of the photographs.
- A5.37 Where the Proposed Development is shown at night-time, the lightness of the scheme and the treatment of the materials was the best judgment of the visualiser as to the likely appearance of the scheme given the intended lighting strategy and the ambient lighting conditions in the background photograph.
- A5.38 Where a panoramic view is specified each panel is prepared by treating each photograph as an individual AVR following the process described in the previous paragraphs. The panels are then arranged side by side to construct the panorama. Vertical dividers are added to mark the edge of each panel in order to make clear that the final image has been constructed from more than one photograph.

Documenting the study

- A5.39 For each Assessment Point a CAD location plan was prepared, onto which a symbol was placed using the coordinates of the camera supplied by the Surveyor. Two images of this symbol

were created cross-referencing background mapping supplied by Ordnance Survey.

- A5.40 The final report on the Study Location was created which shows side by side, the existing and proposed prospect. These were supplemented by images of the location map, a record of the camera location and descriptive text. The AVR level is described.

- A5.41 Peripheral annotation was added to the image to clearly indicate the final FOV used in the image, any tilt or rise, and whether any cropping has been applied.

- A5.42 Any exceptions to the applied policies or deviations from the methodology were clearly described.

- A5.43 Where appropriate, additional images were included in the study report, showing the Proposed Development in the context of other consented schemes.

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