

MWR

LONDON

# Views for On-Site Assessment

## Introduction

1.1 The visualisations forming part of the Townscape and Visual Assessment Chapter of the Environmental Statement accompanying the planning application of Kidbrooke Station Square were prepared by AVR London. The photographs on which the visualisations are based were taken with a 24mm lens to give a sufficient horizontal field of view to enable the urban context of the views to be appreciated and provide consistency across the visual assessment.

1.2 The use of 24mm photography as a basis for accurate visual representations is usual for developments across large sites and schemes involving tall buildings such as this. The approach is in full accordance with guidance for the preparation of visualisations in an urban context in the London View Management Framework (Appendix C) and Landscape Institute Advice Note (01/11) on Photography and Photomontage for Landscape and Visual Impact Assessment.

1.3 However, at the Royal Borough of Greenwich Planning Board meeting on 16 July 2019, concerns were raised that due to the wide angle nature of the 24mm lens, both the townscape within the photographs and the proposed development appear smaller than when viewed on site.

1.4 To address this comment, the following pages show the accurate visual representations (AVRs) for some of the key 'Proposed' views from Blackheath, views 18, 19 and 20. These AVRs have the same horizontal field of view as a 50mm lens (around 40 degrees) and this is represented at the top of each image. When printed at A3 and held at a distance of 55 cm from the eye, the AVRs have approximately the same apparent scale on the paper as they would do in the real scene.

1.5 The images are set up to be printed on A3 paper size, due to the ease of use and printing. The use of A3 paper size results in the AVRs being 'cropped' in order to enlarge the image to a point where a comfortable viewing distance can be achieved.



GHI1802\_PP\_Kidbrooke Station Square\_ST180801



GH1802\_PP\_Kidbrooke Station Square\_ST180801

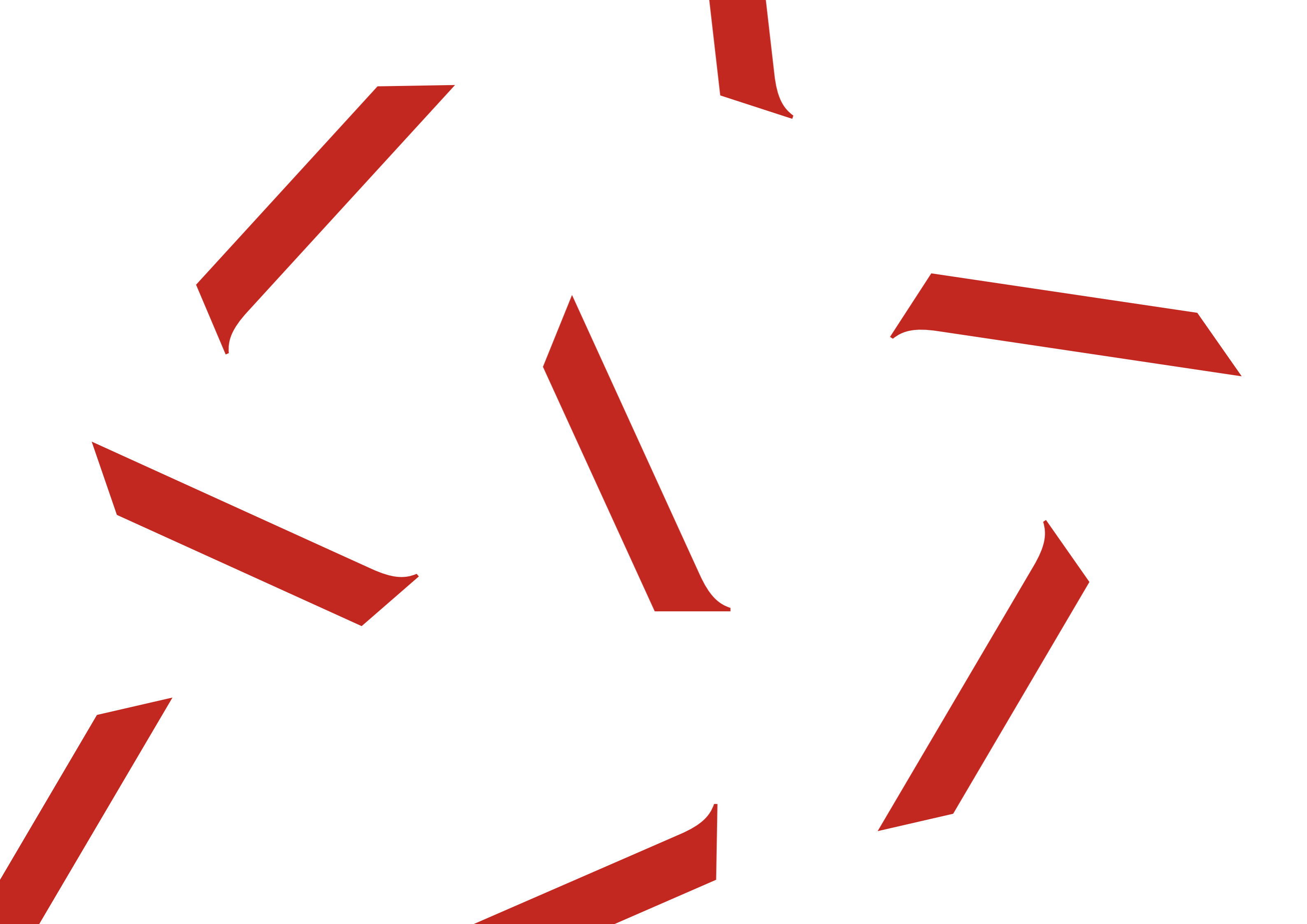


GH1802\_PP\_Kidbrooke Station Square\_ST180801

*View 19 - Proposed (including Kidbrooke Village Centre following completion)*



GH1802\_pp\_Kidbrooke Station Square\_ST180801



Anise Gallery  
13a Shad Thames  
London, SE1 2PU

[avrlondon.com](http://avrlondon.com)  
[info@avrlondon.com](mailto:info@avrlondon.com)  
+44 (0)20 7403 9938

