

Appraisal of Effects

B.8 This view will be experienced by visitors to Ascot House, users of Kendrick Close and residents of dwellings on Kendrick Close and Norton Road with windows orientated towards the Site.

B.9 It is considered to have a medium susceptibility to change and a low sensitivity to the Proposals. The former is based on the occupation or activity of the visual receptors; the latter is based on the view’s identified value and the susceptibility to change.

B.10 The approach to determining the view’s susceptibility to change and sensitivity is set out in the methodology provided at Appendix A of this report.

Effects of the Proposals

B.11 There will be open views of the proposed changes to Ascot House from Kendrick Close, however the considered design and attention to detail mean that the Proposals will not appear dominant or inappropriate in the view.

B.12 The AVR shows the proposed extension to Ascot House on completion. The AVR on the following page illustrates how the Proposals should present once the mortar and brickwork have mellowed and settled down.

B.13 The magnitude of impact is considered to be medium since, whilst the proposed changes to Ascot House may be prominent in the view, they are not uncharacteristic in the setting. The effect on this viewpoint are predicted to be moderate and neutral; the effect is assessed as neutral because the Proposals will not introduce an incongruous feature to the prevailing pattern of townscape and there will be an indiscernible effect on the existing visual amenity of the view.



*Representative View 1 - Proposed view following completion of construction (mortar and brickwork will weather and age in subsequent years)
N.B. Landscape proposals to frontage are not shown*

Representative View 2 – Pavement on Finchampstead Road



Baseline conditions

- B.14 This typical townscape view is taken from the eastern pavement of Finchampstead Road, opposite the Site and it illustrates the character of the views afforded on the approach to the town centre along Finchampstead Road.
- B.15 The view is dominated by the carriageway; Nos. 36 and 38 Finchampstead Road are visible to the right (south) of the view,. The trees on the Site boundary screen views of Ascot House. Recent development at the southern end of Denmark Street is visible beyond the roundabout.
- B.16 The representative view has a low value since it is not related to any designated, or non-designated, heritage assets or planning designations and is of little visual amenity importance.



Representative View 2 - Existing view

Appraisal of Effects

B.17 This kinetic view will be experienced by road users and people moving along Finchampstead Road. It has a low susceptibility to change and a low sensitivity to the Proposals.

Effects of the Proposals

B.18 The tree cover, which is to be retained, and intervening built form on Finchampstead Road screen views of Ascot House; glimpses of the building may be possible in winter months when the intervening deciduous tree cover is bare of leaves.

B.19 It is considered that the magnitude of impact will be negligible and that there will be no effects.



Representative View 2 - Proposed view

Representative View 3 – Wellington Road



Baseline conditions

- B.20 Positioned 50m to the west of the Site, this representative view has been taken adjacent to the entrance of the Premier Inn on Wellington Road.
- B.21 There are views across the roundabout towards Ascot House, experienced in the context of existing two-three storey built form. Ascot House is partially screened by the intervening tree cover.
- B.22 The view is across a townscape with low scenic quality and it is considered that this representative view has a low value.



Representative View 3 - Existing view

Appraisal of Effects

B.23 This view will be experienced by people moving around the area; they have a low susceptibility to change and a low sensitivity to the Proposals.

Effects of the Proposals

B.24 There will be open views of the proposed changes to Ascot House, which will complement the existing building.

B.25 The magnitude of impact is considered to be medium and the effect will be moderate and neutral.



*Representative View 3 - Proposed view following completion of construction (mortar and brickwork will weather and age in subsequent years)
N.B. Landscape proposals to frontage are not shown*

Representative View 4 – Denmark Street



Baseline conditions

B.26 This representative view is located approximately 110m north of the Site, on the western pavement of Denmark Street at the junction with Elms Walk at the southern boundary of the Wokingham Town Centre Conservation Area.

B.27 The foreground of the view is open, dominated by a mini-roundabout. To the left of the view is The Dukes Head Public House which is Grade II listed. Low rise residential terraces front onto Denmark Street. The roundabout and the trees on it terminate the view.

B.28 Views towards the Site are blocked from this location by intervening built form.

B.29 It is considered that this view has a medium value due to the presence of the heritage asset.



Representative View 4 - Existing view

Appraisal of Effects

B.30 This view will be experienced by people moving along Denmark Street and residents and has a low susceptibility to change and a low sensitivity to the Proposals.

Effects of the Proposals

B.31 The Proposals will not be visible from this location, screened by intervening built form; there will be no effects.



Representative View 4 - Proposed view

Representative View 5 – Wellington Road



Baseline conditions

B.32 This representative view is taken from the northern pavement of Wellington Road just beyond the entrance to the Aldi store and is positioned 100 m from the Site.

B.33 Wellington Road is a busy road stretching from the fore and middle ground of the representative view to the east (centre) where the view is terminated by trees on the roundabout and Ascot House.

B.34 To the north (left) of the view, the Premier Inn can be seen; to the south (right), the Carnival Centre.

B.35 The representative view is considered to have a low value.



Representative View 5 - Existing view

Appraisal of Effects

B.36 This view will be experienced by users of the road and visitors to the town centre, and has a low susceptibility to change and a low sensitivity to the Proposals.

Effects of the Proposals

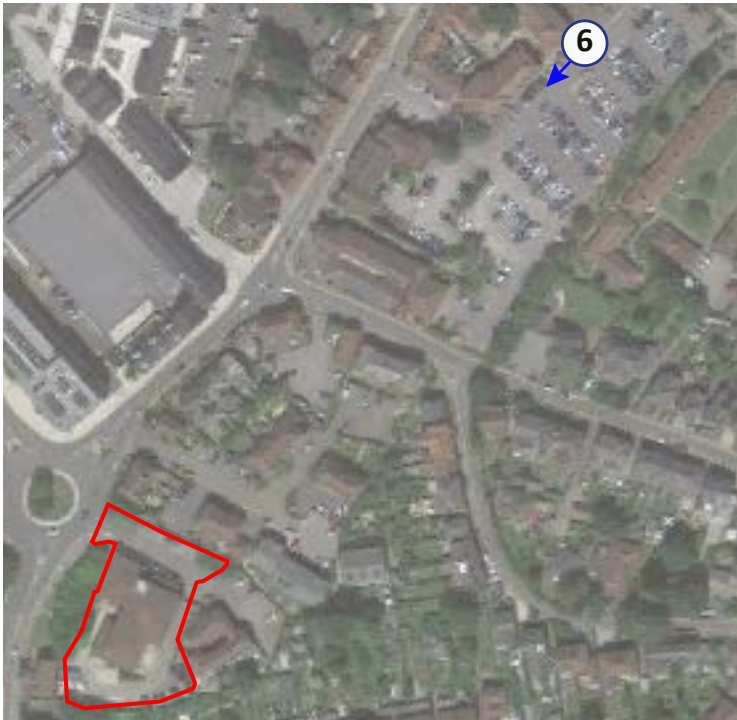
B.37 The Proposals will be visible beyond the roundabout, experienced in the context of existing built form.

B.38 There will be a medium magnitude of impact, resulting in a moderate and neutral effect.



Representative View 5 - Proposed view

Representative View 6 – Denmark Street Car Park



Baseline conditions

- B.39 This representative view is taken from within the Denmark Street car park. It is approximately 200 m to the northeast of the Site and falls within the Wokingham Town Centre Conservation Area.
- B.40 The fore and middle ground of the view is dominated by the car park, with the Library and residential blocks on Langborough Road visible beyond, albeit partially screened by intervening trees.
- B.41 Ascot House is not visible in the view.
- B.42 This representative view has a low value since, notwithstanding that it is from within a conservation area, it is not towards any heritage assets and is dominated by hard standing and parked cars.



Representative view 6 - Existing view

Appraisal of Effects

B.43 This view will be experienced by visitors to the town centre and has a low susceptibility to change and a low sensitivity to the Proposals.

Effects of the Proposals

B.44 Due to intervening built form and topography, the Proposals will not be visible from this viewpoint. There will be no effects.



Representative View 6 - Proposed view

Representative View 7 – Wellington Road



Baseline conditions

- B.45 This representative view is taken from the entrance to the Carnival Centre, approximately 40m to the west of the Site.
- B.46 The fore and middle ground of the view are dominated by the carriageway and the roundabout, with trees on the Site boundary screening views of Ascot House.
- B.47 The representative view is considered to have a low value.



Representative View 7 - Existing view

Appraisal of Effects

B.48 This view will be experienced by people moving around the area and visiting the Carnival Centre and has a low susceptibility to change and a low sensitivity to the Proposals.

Effects of the Proposals

B.49 There will be views of the proposed additional storey to Ascot House, the existing trees will filter views of the lower section of the block.

B.50 It is considered that the Proposals will have a medium magnitude of impact and a moderate and neutral effect.



Representative View 7 - Proposed view

APPENDIX C - REPRESENTATIVE VIEW METHODOLOGY

ASCOT HOUSE, WOKINGHAM

TYPE 4 VISUALISATIONS - METHODOLOGY AND SURVEY DATA

DECEMBER 2023 | BLP_001_01



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1.0 INTRODUCTION

1.1 The visualisations for the proposed scheme have been produced in accordance with the Landscape Institute Technical Guidance Note 06/19 (17 September 2019).

1.2 There are 4 Visualisation Types within the LI guidance

Type 1 - Annotated Viewpoint Photograph - To represent context and outline or extent of development and of key features

Type 2 - 3D Wireline / Model (non-photographic) - To represent 3D form of development / context

Type 3 - Photomontage / Photowire - To represent appearance, context, form and extent of development

Type 4 - Photomontage / Photowire Survey / Scale Verifiable - To represent scale, appearance, context, form, and extent of development

The visualisations produced for the scheme accord to Type 4 Visuals.

1.3 The Landscape Institute defines Type 4 visuals as:

‘photomontages or photowires, produced using quantifiable data, with procedural transparency and appropriate levels of accuracy. This involves using a defined camera / lens combination and establishing the camera location with sufficient locational accuracy to enable accurate scaling and location of the 3D model within the view. In addition, the print presentation size can be determined to provide binocular image scaling when appropriate’.

2.0 VIEWPOINT LOCATION

2.1 A total of 7 viewpoints were identified as requiring Type 4 visuals, as shown in Figure 1.



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Figure 1: Viewpoint Location Plan

2.0 VIEWPOINT LOCATIONS

2.2 Viewpoint Information

Viewpoint Reference	Description	LI Visualisation Type	Date	Time	Easting	Northing	Height (mAOD)	Tripod Height (m)	Distance from Site	Camera	Lens	Focal Length	Orientation	Projection	HFOV	Enlargement at A3	Page/ Image Size (mm)
01	Kendrick Close	Type 4	04/07/2023	09:12	481040	168220	61	1.50	21m	Canon 6D Mark II	Samyang f/3.5 T-S 24mm	24mm	Landscape	Planar	73.7°	100% @ A3	420x297 / 390x260
02	Finchampstead Road	Type 4	04/07/2023	08:45	480952	168178	59	1.50	26m	Canon 6D Mark II	Canon EF 50mm f/1.4 USM	50mm	Landscape	Planar	39.6°	100% @ A3	420x297 / 390x260
03	Wellington Road - entrance to Holiday Inn	Type 4	04/07/2023	09:48	480959	168286	64	1.50	77m	Canon 6D Mark II	Canon EF 50mm f/1.4 USM	50mm	Landscape	Planar	39.6°	100% @ A3	420x297 / 390x260
04	Denmark Street (Wokingham Town Centre Conservation Area)	Type 4	04/07/2023	10:17	481045	168336	66	1.50	117m	Canon 6D Mark II	Canon EF 50mm f/1.4 USM	50mm	Landscape	Planar	39.6°	100% @ A3	420x297 / 390x260
05	Wellington Road - pedestrian crossing (eastern pavement)	Type 4	04/07/2023	09:55	480906	168346	62	1.50	157m	Canon 6D Mark II	Canon EF 50mm f/1.4 USM	50mm	Landscape	Planar	39.6°	100% @ A3	420x297 / 390x260
06	Denmark Street Car Park (Wokingham Town Centre Conservation Area)	Type 4	04/07/2023	10:34	481153	168408	71	1.50	232m	Canon 6D Mark II	Canon EF 50mm f/1.4 USM	50mm	Landscape	Planar	39.6°	100% @ A3	420x297 / 390x260
07	Junction of Wellington Road/access to Superbowl	Type 4	04/07/2023	09:34	480950	168254	62	1.50	63m	Canon 6D Mark II	Samyang f/3.5 T-S 24mm	24mm	Landscape	Planar	73.7°	100% @ A3	420x297 / 390x260

3.0 METHODOLOGY

Site Visit and Viewpoint Locations

Snapshot Visuals carried out the site photography and survey on the 4th of July 2023.

Photography

For each agreed viewpoint location, high resolution photography was taken with a full frame digital SLR camera. The camera is set up on a calibrated tripod at a height of 1.5m to replicate a typical eye level. The camera was levelled horizontally and vertically using a tripod mounted levelling base and two camera mounted spirit levels. The location of the camera was GPS/RTK recorded and photographed.

Lens Selection

In order to capture the full vertical extent of the proposed development and an appropriate amount of contextual built form, either a 50mm or 24mm lens in landscape format was used for the photography.

Photography Equipment

- Canon 6D mkII digital SLR camera (35mm)
- Canon EF 50mm f/1.4 USM Lens
- Canon TS-E 24mm f.3.5 Lens (for optional 24mm shots)
- Tripod indexed pano head
- Levelling base with spirit level

Field Survey Methodology & Survey Data Post Processing

A RTK Rover with LIDAR and Photogrammetry capabilities was used to scan relevant areas or points within each view. The RTK Rover uses a combination of LIDAR points and Photogrammetry to build a 3D point cloud of the scanned area, which is then processed on PIX4D Cloud. This 3D point cloud is accurate to +/- 20mm. The point cloud is exported as a LAS dataset and then imported into 3ds Max for alignment. The RTK Rover is also used to pinpoint the location and height of the camera lens.

Survey Equipment

- ViDoc RTK Rover & Iphone 13 Pro with HxGN SmartNet Real-Time Kinematic (RTK) Corrections to provide a tolerance of +/- 20mm.

Photography Post Processing

The relevant images were stitched using PTGui to create a 53.5°planar panorama. The stitched panoramas were then edited in Adobe Photoshop to adjust the levels and exposure where necessary.

The Development Proposal

Snapshot Visuals were provided with a 3D model of the proposals by the project architect.

Once imported into 3ds Max, the proposals were aligned to the OSGB36 co-ordinate system to correlate with the 3D survey data.

Photographic Alignment within the 3d Environment

A virtual camera was created within 3ds Max using the surveyed camera location, recorded target point and field of view (FOV) based on the camera and lens combination selected for the shot .

The baseline photograph was attached as a background to this view, to assist the Visualiser in aligning the point cloud to each corresponding background point, based on the Camera Matching Technique.

At this stage a 2nd member of the visualisation team cross-checked the camera alignment to verify the view was correctly set.

Using this virtual camera, a render was created of the aligned model at a resolution to match the baseline photograph. This was overlaid onto the baseline photograph to assess the accuracy of the alignment. When using a wide-angle lens, observations outside the circle of distortion are given less weighting.

Final Rendering and Post-Production

The photomontages were produced in line with Landscape Institute TGN 06/19: Visual Representation of Development Proposals. They were produced as Type 4 visuals.

The final renders were exported at the same resolution as the baseline photography. Multi pass renders are exported to give the visualiser more control in enhancements of the final image. These multi passes may included but not limited to Reflections, Refractions, Shadows, Lighting, Ambient Occlusion and Global Illumination.

The multi pass renders are layered within Adobe Photoshop and blended together to produce the correct level of detail and photo-realistic feel. Finally, masking is applied to the image. Endless aesthetic effects can be applied to the rendered image to enhance the realism of the final image and/or make adjustments as a result of proposed material changes. However, the visualiser always attempts to be faithful to the proposed design within the environment.

The final image is verified by a second visualiser to check the appearance, masking and form of the development.

The final photomontages are then saved in an appropriate format for inclusion within the InDesign document. The renders were set out in accordance with the LI TGN 06/19 with the relevant data on each sheet.

Software Used

- AutoCAD
- 3ds Max 2024
- V-Ray 6 for 3ds Max
- Adobe Photoshop
- Adobe InDesign
- PTGui 12.16
- PIX4D Cloud
- PIX4D Catch

4.0 DATA SOURCES

Supplied Data

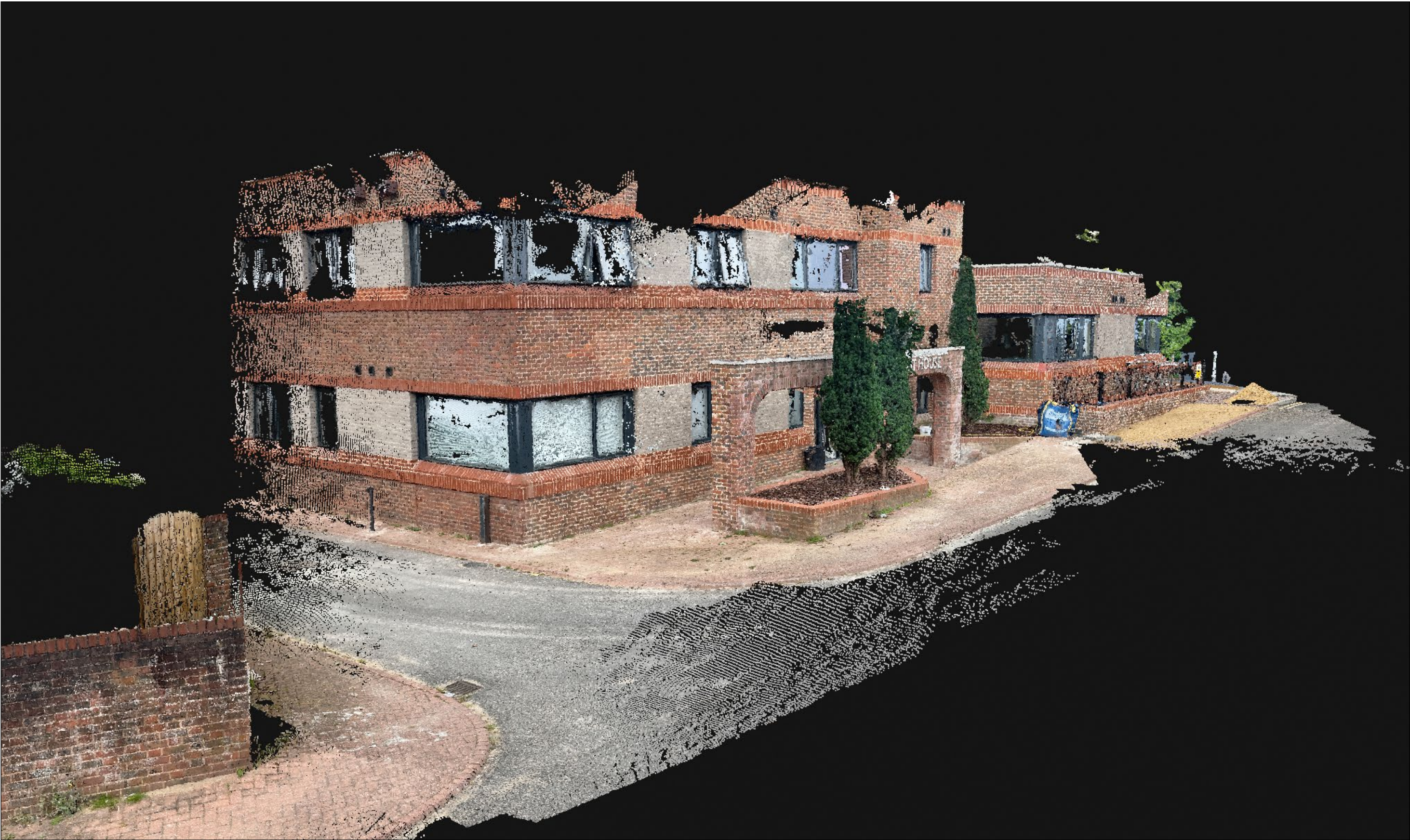
Asset	File Type	Supplier	Reference	Date Supplied	Comments
3D model	3ds	TS2 Architecture	105_PL2_AP_3D_ALL	10/11/2023	imported into 3ds Max
DAS	pdf	TS2 Architecture	105_PL2_DAS_DRAFT	10/11/2023	used as reference
Elevations & Layout	pdf & dwg	TS2 Architecture	Various	10/11/2023	used as reference

Generated Data by Snapshot Visuals

Asset	File Type	Reference	Date	Comments
Point Cloud	las	Point_Cloud_VP01-7.las,	04/07/2023	Imported into 3ds Max
Viewpoint Locations	csv	BLP_001_vps-PIX4Dmatic.csv	04/07/2023	Imported into 3ds Max

5.0 TYPE 4 VISUALS VERIFICATION DATA

Verification Data - LIDAR and Photogrammetry scan taken on Site



Survey Reference Points - Site scans (Viewpoint 01)

Verification Data - LIDAR and Photogrammetry scan taken on Site



Survey Reference Points - Site scans (Viewpoint 02)

Verification Data - LIDAR and Photogrammetry scan taken on Site



Survey Reference Points - Site scans (Viewpoint 03 & 07)

Verification Data - LIDAR and Photogrammetry scan taken on Site



Survey Reference Points - Site scans (Viewpoint 04)

Verification Data - LIDAR and Photogrammetry scan taken on Site



Survey Reference Points - Site scans (Viewpoint 05)

Verification Data - LIDAR and Photogrammetry scan taken on Site



Survey Reference Points - Site scans (Viewpoint 06)

Viewpoint 1 - Verification Data Alignment



Survey Reference Points - LIDAR & Photogrammetry Point Cloud Alignment on existing photography



Viewpoint Location



Tripod Location

Viewpoint 2 - Verification Data Alignment



Survey Reference Points - LIDAR & Photogrammetry Point Cloud Alignment on existing photography



Viewpoint Location



Tripod Location

Viewpoint 3 - Verification Data Alignment



Survey Reference Points - LIDAR & Photogrammetry Point Cloud Alignment on existing photography



Viewpoint Location



Tripod Location

Viewpoint 4 - Verification Data Alignment



Viewpoint Location



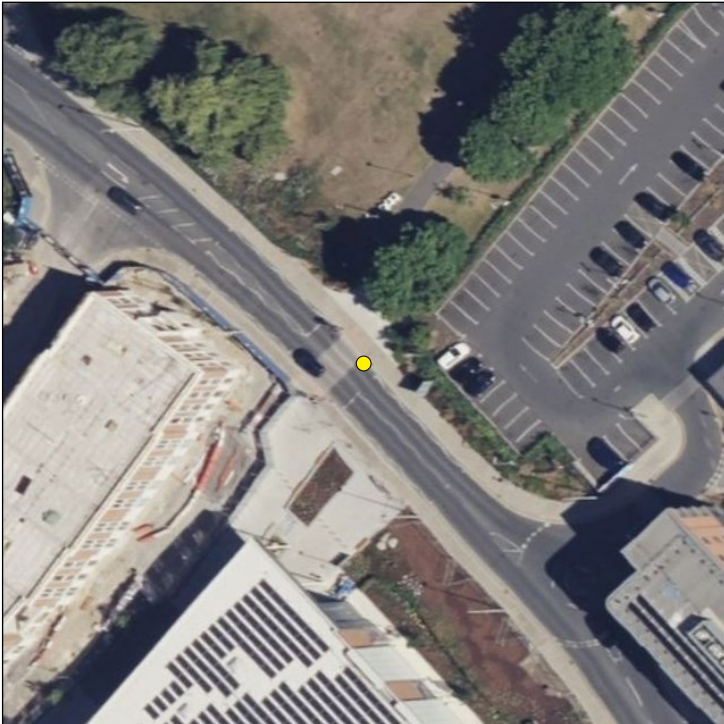
Tripod Location

Survey Reference Points - LIDAR & Photogrammetry Point Cloud Alignment on existing photography

Viewpoint 5 - Verification Data Alignment



Survey Reference Points - LIDAR & Photogrammetry Point Cloud Alignment on existing photography



Viewpoint Location



Tripod Location

Viewpoint 6 - Verification Data Alignment



Survey Reference Points - LIDAR & Photogrammetry Point Cloud Alignment on existing photography



Viewpoint Location



Tripod Location

Viewpoint 7 - Verification Data Alignment



Viewpoint Location



Tripod Location

Survey Reference Points - LIDAR & Photogrammetry Point Cloud Alignment on existing photography



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