



**Proposed Strategic Employment Site
Land at Cooper Bridge**

**Visualisation Production: Public Hearing Response
For**

Louis Pickersgill

Ref: D142/V1/SF/April 2018

**TGP Landscape Architects (North) Ltd
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Background

TGP Landscape Architects were commissioned to prepare illustrative material to support the representation to the Kirklees Local Plan in respect of the potential impact on setting of the Listed Buildings and Registered Park and Garden within and surrounding the Kirklees Estate. The strategic masterplan produced by KPP Architects, Drg Ref No 1755-120 Revision F was used as an indicative layout for industrial development within the proposed development site.

It was considered that a full Environmental Statement including a Landscape Visual Assessment would not be required at this stage. The production of the visualisations focused on the impact on the heritage assets only and were produced to provide an illustrative response to feedback given by Historic England and Planning Officers at Kirklees Council during the consultation process.

Methodology

As stated within the Visualisation Production report, the methodology used for visualisation production used the following best practice guidance,

- Guidelines for Landscape and Visual Amenity assessment, Third Edition, 2013, published by the Institute of Environmental Assessment and the Landscape Institute;
- LI Advice Note 01/2011, Photography and photomontage in landscape and visual Impact Assessment, Landscape Institute.

The photography was completed by Simon Miles Photography, a local firm with extensive knowledge and experience in photography production in visual assessment work. The baseline photography was undertaken with a high quality digital single lens reflex camera, Nikon D610 with a 24 megapixel full frame sensor, with a 50mm F1.8 Nikon fixed focal length lens in combination with a panoramic head equipped tripod in accordance with accepted good practice. All images were set at 1.6m height.

Working alongside Simon in the field were Met Surveys, a topographic surveying company, Using Laser and GPS equipment, each viewpoint was surveyed, the exact location and height of the camera at each location.

Graphic production was undertaken by TGP Graphic Designers, again with extensive experience of photomontage production for LVIA required in Environmental Statements. The resulting photos were combined into panoramas using specialist computer software (ie Adobe Photoshop).

Initially, during the consultation process with Kirklees Council and Historic England, the photomontage were presented on each A3 sheet at an included angle of 40°, which gives an approximate viewing distance of 500mm, when held at an approximate arm's length. Due to the scale of the development, this method produced 3 to 4 No A3 sheets for each viewpoint. This method was considered to be unwieldy, producing large quantities of paper.

The approach adopted moving forward was to illustrate the view of the total area of the proposed development on one single A3 sheet, including the surrounding context. The included angle and viewing distance therefore varied for each viewpoint. This approach was

seen as acceptable by Historic England, providing sufficient material to enable an assessment of degree of visibility and potential impact on setting.

Objectors Concerns

We understand that concerns have been raised regarding the methodology used for the production of the visualisations. It is considered by the Objector that the visualisations are not compliant with guidelines such as:

- Leeds City Council, Guidance for Visualisations for large scale infrastructure projects including renewable energy development proposals;
- The Highland Council, Visualisation Standards for Wind Energy Development, July 2016.

Also, it is considered that a *'75mm lens should be used for landscape visualisation, rather than the traditional 50mm lens.'*

Reference is also made to documents by the Author, Alan Macdonald, Review of SNH Guidance 2014 and 'Wind Farm Visualisation, Perspective of Perception, 2012.

Response

Thank you for the information regarding visualisation production with reference material.

The use of illustrative material to assist in the presentation and assessment of proposals is considered to be good practice, particularly for the Landscape and Visual Impact Assessment (LVIA). There are however limitations which are important to understand when using the visualisations and these include:

- A visualisation can never show exactly what the development will look like in reality due to factors such as: different lighting, weather and seasonal conditions which vary through time and the resolution of the image
- The viewpoints illustrated are representative of views in the area, but cannot represent visibility at all locations;

We consider for the purposes of the requests for information by Historic England and Kirklees Council, the visualisations produced were adequate and allowed an assessment of extent of visibility in relation to setting of heritage assets to be completed. The methodology followed the professional technical guidance produced by the professional body, The Landscape Institute.

In the future, for a proposed development of this scale, the Kirklees Council may through the Screening process request production of an Environmental Statement. During the Scoping Opinion for the Environmental Statement, (ES) the methodology for visualisation production in support of a Landscape Visual Assessment Chapter, (LVIA) would be stated by the Landscape Consultant. At this point, the approach, the relevant reference documentation and

location of viewpoints would be agreed with Kirklees Council Planning and Landscape Architects and Historic England, prior to the works commencement.

For information, it is standard practice to use a 50mm camera lens for completion of the photography. A 75mm camera lens is not obtainable. The visualisation methodology mentioned in the recommended references suggests the graphic images should be produced at two sizes, 50mm and 75mm. This exercise is completed within the Adobe Photoshop software itself by resizing the images. The images are then sized onto the A3 sheet with the appropriate field of view. This sizing of images could be used within the LVIA if this method is requested by the Local Planning Authority and Statutory Consultees in the future.

In relation to future visualisation production and the documentation produced by Alan Macdonald, as professional Landscape Architects we would follow guidance acknowledged as appropriate by our professional body, The Landscape Institute. The methodology to be followed within an LVIA would relate to the type of development to be assessed using approach recommended by a recognised body and agreed with the relevant Local Planning Authority.

References

- Guidelines for Landscape and Visual amenity assessment Impact Assessment, Third Edition 2013, as published by the Institute of Environmental Assessment and Landscape Institute;
- LI Advice Note 01/2011, Photography and photomontage in landscape and visual Impact Assessment, Landscape Institute;
- TGP Landscape (North) Ltd, Proposed Strategic Employment Site, Land at Cooper Bridge, Visualisation Production, and (Update January 2018) in support of the FAS Cooper Bridge Heritage Assessment Report, June 2017.

DOCUMENT INFORMATION AND CONTROL SHEET

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Document Status and Approval Schedule

Issue	Status	Description	Prepared by Signed/Dated	Reviewed by Signed/Dated
01	Draft	Public Hearing Response	Sue Firth 11/04/18	Gary Stodart 12/04/18
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