

PROPOSED RESIDENTIAL DEVELOPMENT,
LAND NORTH OF DUKES MEADOW DRIVE,
HANWELL FIELDS,
BANBURY

Initial Visual Appraisal

1. Introduction

- 1.1. Aspect Landscape Planning Ltd has been appointed by Framptons to review the potential visual effects arising from the proposed residential development at land north of Dukes Meadow Drive, Banbury.
- 1.2. The purpose of this document is to introduce the site in terms of the wider visual environment, in which it is set, and illustrate the proposed development within this context.
- 1.3. A number of key viewpoints were identified as part of the initial desk study based on reviews of published assessments and Ordnance Survey data. A site visit was then undertaken and the viewpoints confirmed “in the field”. These middle and longer distance views are illustrated on the viewpoint location plan within Enclosure 1. The visual assessment identified that longer distance views of the site were available from parts of Southam Road to the east and north east; from Bridleway AD21 south west of Chacombe; from footpath 239/8/20 just south of Hanwell; and from the westbound carriageway of the A422 between Banbury and Middleton Cheney. These views are illustrated within the existing photographs included within Enclosure 1.
- 1.4. To enable an assessment of the potential visual effects of the proposals upon these longer distance viewpoints, wireframe visualisations have been prepared to represent the proposed development within the context of the existing components of these views. To understand how the proposals will sit alongside existing consented developments that lie to the east and west, these have also been modelled and included within the views, where visible. The methodology that was adopted in the preparation of these visualisations is included below.

2. Methodology

- 2.1. The undertaking of all digital landscape photography, the preparation of visualisations and the presentation methods is in accordance with the current guidance as set out in the following documents;
 - Guidelines for Landscape and Visual Impact Assessment 3rd Edition.
 - Photography and photomontage in landscape and visual impact assessment: Landscape Institute Advice Note 01/11.
 - Visual representation of Windfarms – Good practice Guidance: Scottish Natural Heritage, March 2006.

Viewpoints

- 2.2. Viewpoints are assessed in order to be representative of the range of views and viewer types that will experience the proposals. This is informed by Ordnance Survey and other maps,

fieldwork observations and other information relevant to the specific setting of the site, such as access, landscape character and popular vantage points.

Photography

- 2.3. High resolution photographs are taken during appropriate weather conditions using a digital equivalent of a 35mm camera with 50mm lens, from a consistent height of 1.6m above ground. The accurate location of the photographer is recorded using OS map data and landscape features.
- 2.4. The multiple single frame photographs are then carefully spliced together using digital software techniques to create a single panoramic image with a horizontal field of view equivalent to that seen in the field. The vertical field of view of both existing and proposed views is set at a minimum width of 130mm at A3 paper (landscape format) in order to allow for two panoramic images to fit onto an A3 page. This determines the horizontal field of view and an interpretation of monocular perspective can therefore be obtained by viewing from a distance of between 300mm and 400mm at A3 or between 400mm and 500mm at A2, curved through the same radius.

Digital Modelling

- 2.5. A digital wireframe 3-D model of the proposals is created (in Sketchup) using available Ordnance Survey map data, topographical survey and digital terrain modelling along with the extent and maximum parameters of the proposed developable area. Other existing features are also built within the model forming reference points in the photo's view.
- 2.6. A ‘camera’ or viewpoint is then placed within the 3-D model at the same height, position and orientation to which the original photograph was taken. The maximum proposed parameters are created from the development framework plan, with the existing landform of the site being elevated 8.5m above base level to represent the maximum ridge height of a typical 2 storey properties across the full extent of the developable area.
- 2.7. The maximum parameter wireframe line is then superimposed into a direct duplication of the original panoramic photograph, using the existing features as anchor points in order to accurately position and scale the proposals within the scene. The solid coloured lines illustrate the maximum indicative ridge height potentially visible.
- 2.8. In the absence of a detailed proposed layout the wireframe represents a ‘worst case scenario’ of the potential visibility associated with the maximum parameters. The photograph is not altered in any other way to ensure the vertical and horizontal field of view remains as existing, and a direct comparison can be made.

2.9. It must be noted that the wireframe visuals prepared are not 'verified photomontages' due to the absence of a fully detailed proposed layout. The wireframe visuals prepared have however been prepared in line with the current guidance and with the information available, and are considered to be an accurate representation of the proposals. They have been based on a replicable, transparent and structured process as detailed above. The visualisations have been produced and presented at a size and level of geometric accuracy to allow an impact assessment to be undertaken and provide a tool for assessment by way of an image that can be compared with an actual view in the field. They should however never be considered as a substitute to visiting a viewpoint within the field, and the correct viewing distances as indicated should be used in order to accurately illustrate the proposals.

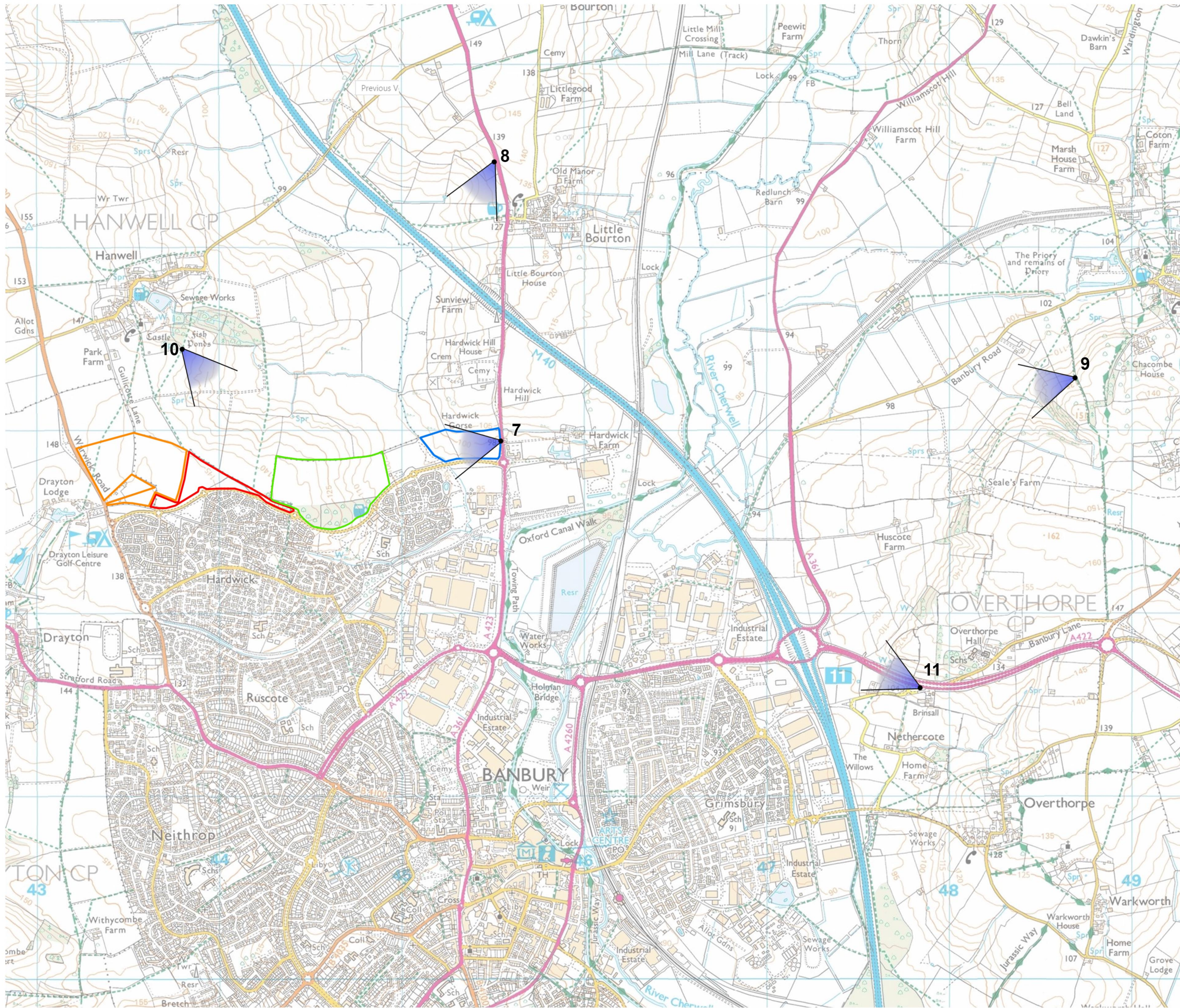
3. Summary

3.1. As can be seen within the visualisations, the proposals will be visible within the context of Viewpoints 8, 9 and 11. However, within these views they will be seen within the context of the existing built form of Hanwell Fields and the built form associated with the Davidsons site which is located immediately to the west on high ground. The Davidsons development will be visible on the skyline within several views, however, built form set within a mature landscape context is an existing characteristic of Banbury and the skyline to the south is characterised by such development. The proposals will ensure that separation is maintained between the northern edge of Banbury and Hanwell to the north. Glimpsed views of high quality residential scale built form, associated with the site, will reflect an Arcadian character and not give rise to adverse effects upon the visual environment to the north. Within the context of localised views from Southam Road to the east, the intervening Pandora development will change the character of the streetscene and contain views of the proposals.

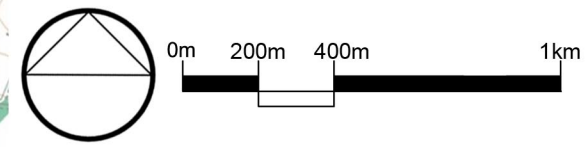
3.2. It is considered that, as illustrated by the proposed visualisations, the proposals can be integrated without harm to the wider visual environment. The visualisations do not take account of the careful specification of building materials, sympathetic to the local vernacular, or the implementation of a comprehensive landscape scheme that would further integrate the proposals. It is considered that the proposed development of this site is supportable from a landscape and visual perspective.

ENCLOSURE 1

PROPOSED WIREFRAMES



NOTES:
 Based upon the Ordnance Survey map with permission of The Controller of Her Majesty's Stationery Office, © Crown Copyright.
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 No Dimensions to be scaled from this drawing.



- Key:
- Application Site Boundary
 - Viewpoint Location
 - Persimmon Site
 - Davidsons Site
 - Pandora Site

| REV | DATE | NOTE | DRAWN | CHK'D |
|-----------|------|------|-------|-------|
| REVISIONS | | | | |

aspect landscape planning

TITLE
 Hanwell Fields, Banbury
 Wireframe Location Plan

CLIENT
 Framptons

| SCALE | DATE | DRAWN | CHK'D |
|----------------|----------|----------|-------|
| 1:20,000 @ A3 | JUL 2016 | SLB | AM |
| DRAWING NUMBER | | REVISION | |
| 5982 / WLP | | | |



Existing Viewpoint 7



Predicted Wireframe 7



Wider settlement setting of Banbury

Southern field within the application site

Northern field within the application site

Existing built form associated with Hanwell Fields characterises the ridgeline

Approximate extent of Davidsons site

Approximate extent of Persimmon site

Existing Viewpoint 8



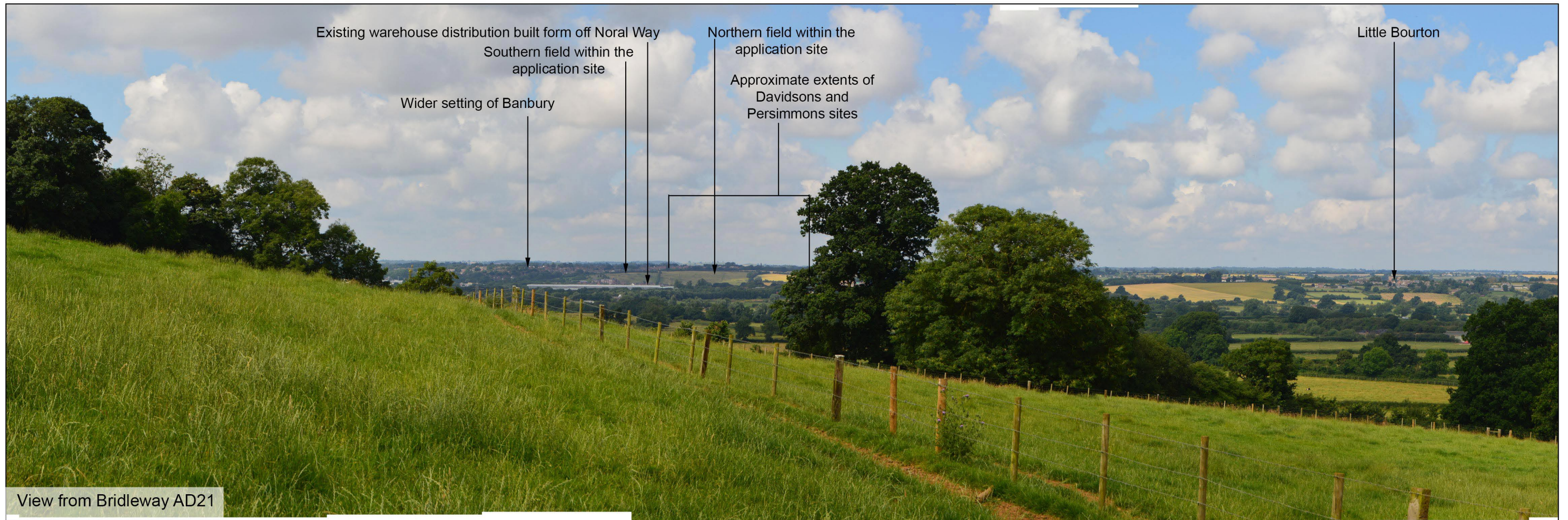
Pandora site beyond intervening vegetation and topography

Application site

Davidsons site

Persimmon site

Predicted Wireframe 8



Existing Viewpoint 9



Predicted Wireframe 9



Existing Viewpoint 10



Predicted Wireframe 10



Existing Viewpoint 11



Predicted Wireframe 11