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## 5 Landscape and Visual

### 5.1 Introduction

Mitchell + Associates was engaged by the applicant in May 2018 to prepare a Landscape and Visual Impact Assessment for the development of 495no. build-to-rent residential apartments and associated facilities and amenities on a site located at the former Chivers factory on Coolock Drive, Coolock, Dublin 17.

This chapter assesses the impact of the proposed development on the landscape character and visual amenity of the site and on the contiguous urban landscape and its environs. It describes the landscape character of the subject site and its hinterland, together with the visibility of the site from significant viewpoints in the locality.

It includes an outline of the methodology utilised to assess the impacts, descriptions of the receiving environment (baseline) and of the potential impacts of the development. Mitigation measures introduced to ameliorate or offset impacts are outlined and the resultant predicted (residual) impacts are assessed.

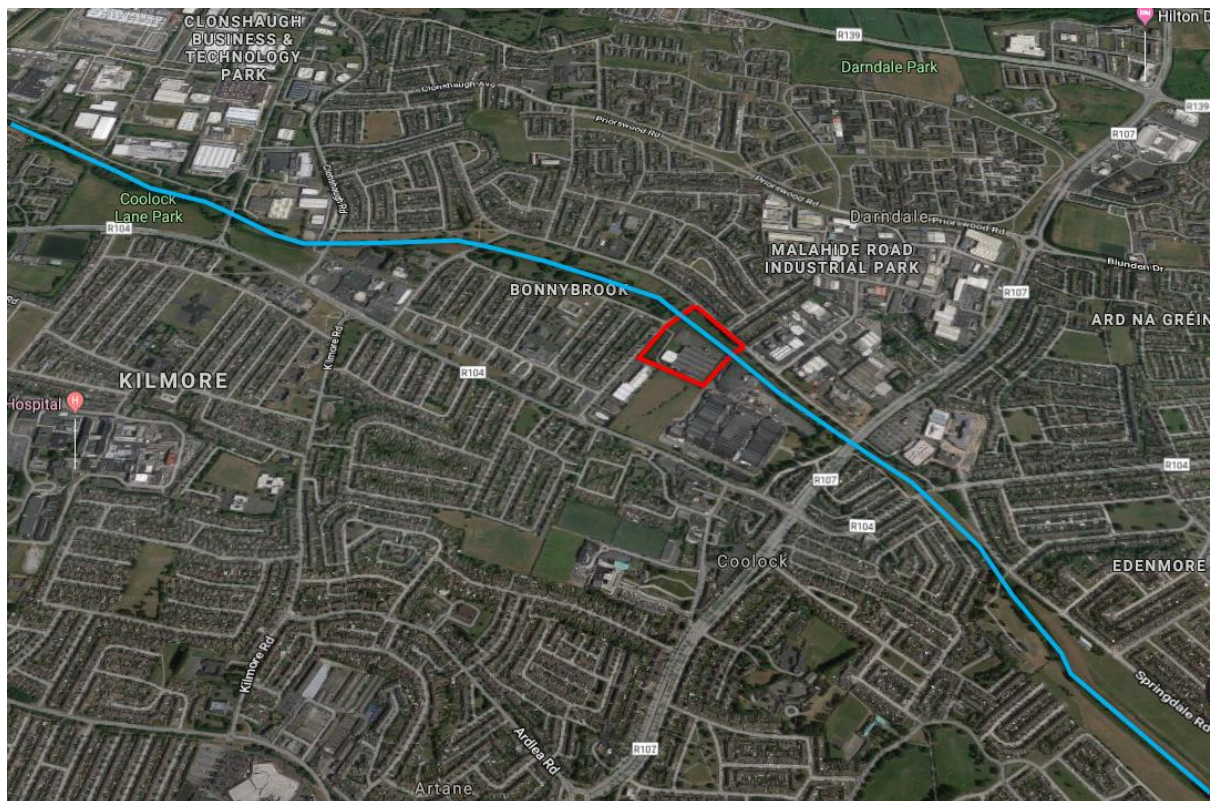


FIGURE 5.1 SITE LOCATION (IN RED) AND CONTEXT SHOWING SANTRY RIVER CORRIDOR (IN BLUE). MAP DATA © 2019 GOOGLE

The assessment has been carried out by Feargus McGarvey BA(Hons) Dip LA Greenwich University, Associate Director with Mitchell + Associates, Landscape Architects. Feargus is a full member and former president of the Irish Landscape Institute, the professional body for landscape architects in Ireland. He has 29 years' experience in working as a Landscape Architecture. He has written and collaborated on many LVIA and VIA in both an urban and rural context, including Dundrum Town Centre LVIA, Donaghcumper Cellbridge Town Centre LVIA, Wonderful Barn Leixlip LVIA, Dun Laoghaire HarbourCruise Berth Marina LVIA, Hermitage Clinic, Liffey Valley VIA,



Office Development Dawson Street/ Nassau Street Dublin LVIA, Nursing home and residences Kilmagig Lower LVIA, Merrion Road Office Development VIA, Marry's Pig Farm Boyne Valley LVIA, and Rathgar (Rathdown Motors) Residential Development VIA.

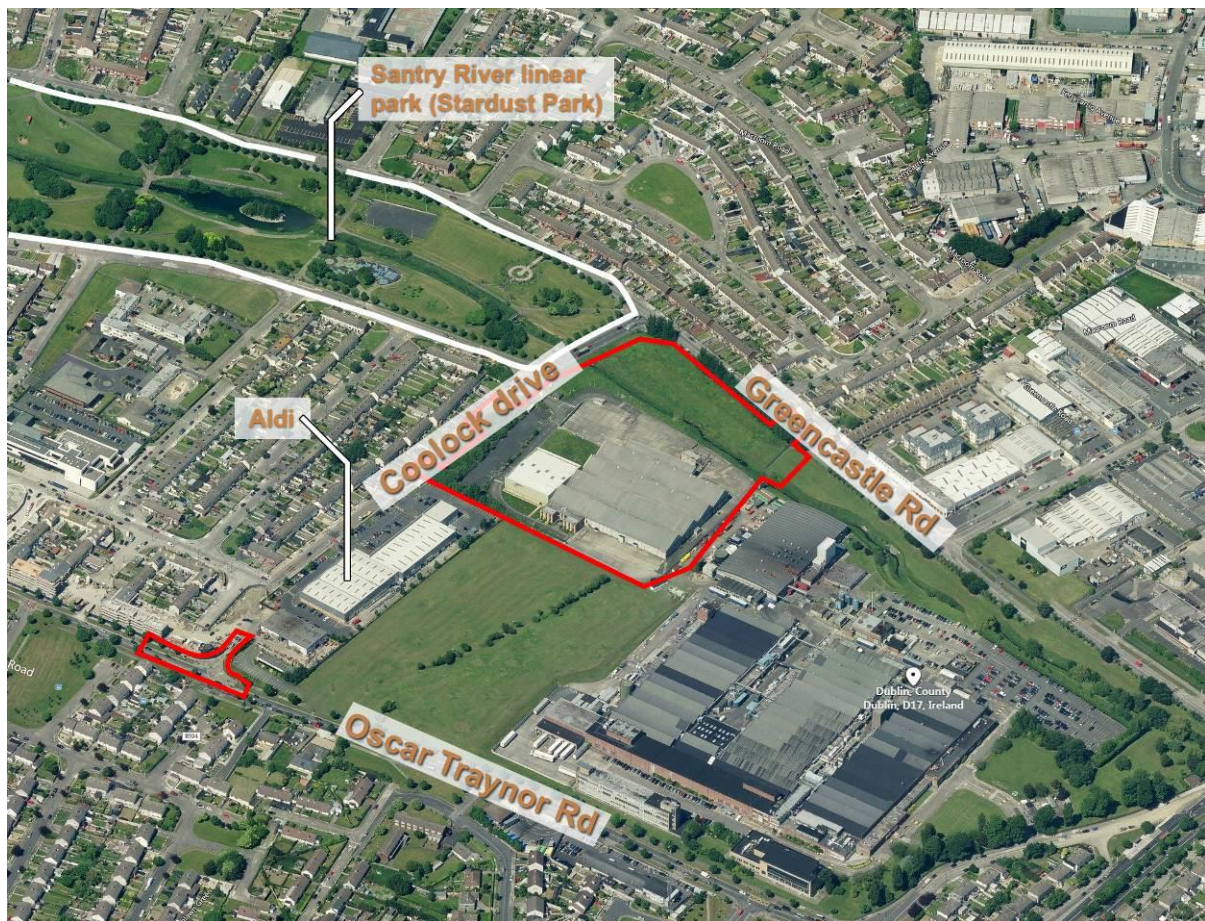


FIGURE 5.2 DETAILED SITE LOCATION. MAP DATA ©2019 GOOGLE

This chapter should be read with reference to the photomontages produced by 3D Design, which are included with the planning application. It should also be read in conjunction with the Architectural Design Statement prepared by Plus Architects which also accompanies the planning application.

## 5.2 Proposed Development

The proposal consists of the demolition of existing buildings and redeveloping it for 495 Build to Rent residential units, which are proposed to be split into 4 no. proposed blocks (Blocks A1, A2 each with two 10 storey elements, and Blocks B & C ranging from 3no. to 7no. storeys and associated residential services and facilities, as well as courtyard spaces. In addition, the scheme includes for a service building comprising of a crèche (300 sq. m), café (34 sq. m) and gym (412 sq. m), as well as streets, public realm amenity and green open space.





FIGURE 5.3 LANDSCAPE MASTERPLAN (REFER TO LANDSCAPE AND ARCHITECTURAL DRAWINGS AND REPORTS FOR FULL SCHEME).

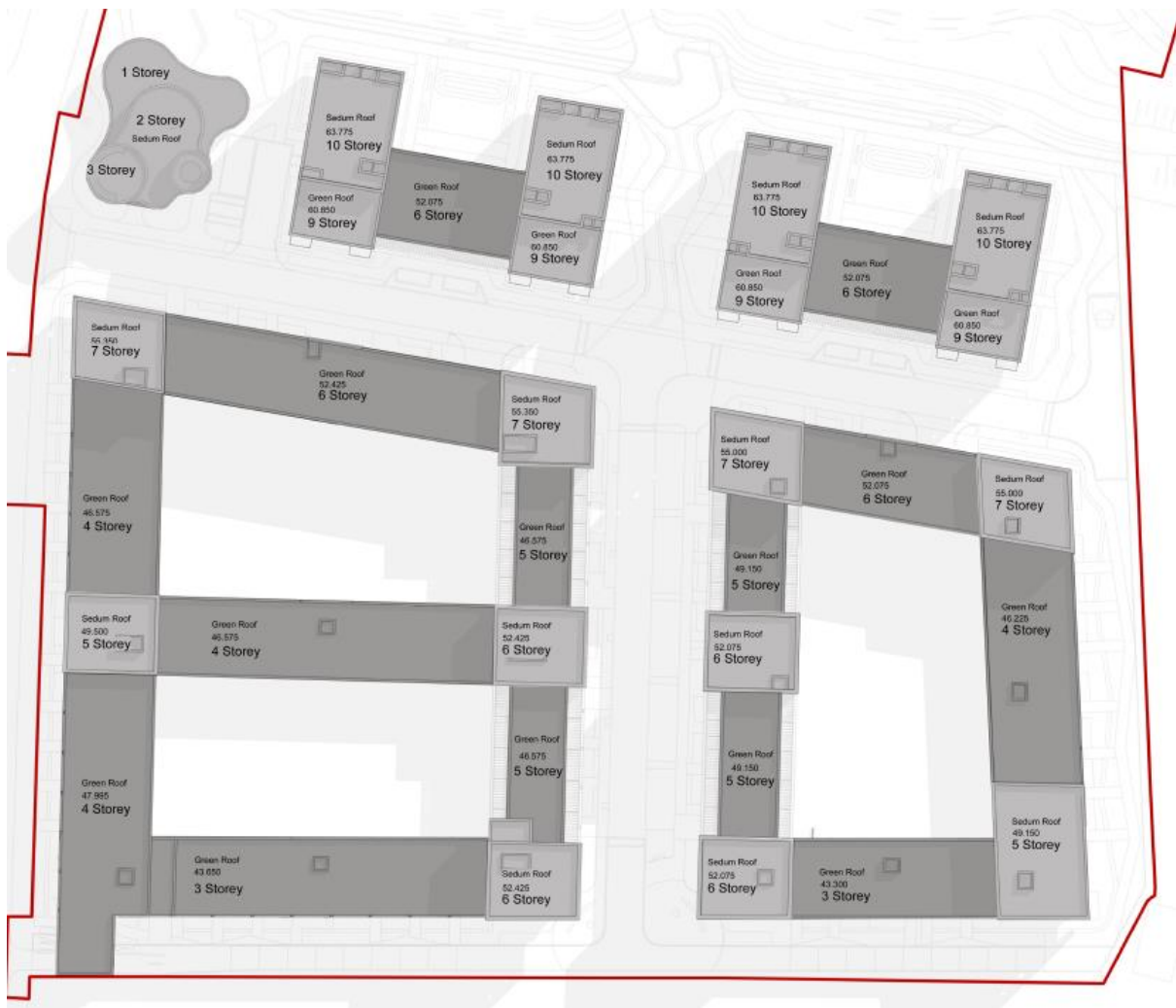


FIGURE 5.4 PROPOSED DEVELOPMENT SCHEME – BLOCK PLAN LAYOUT WITH HEIGHTS AND STOREYS, PLUS ARCHITECTS

### 5.3 Methodology

This appraisal was carried out between May 2018 and February 2019. It takes account of the capacity of the existing site and environs to accommodate the proposed development, the sensitivities involved and it assesses its impacts upon the broader existing urban landscape. This Landscape and Visual Impact Appraisal (LVIA) includes consideration of two main aspects:

- Landscape Character Impact** – an appraisal of effects on the character of the landscape arising from the insertion of the proposed development into the existing landscape context. This ‘landscape’ aspect is relatively subjective and can be described broadly as the human, social and cultural experience of one’s surroundings. These combined impacts will elicit responses whose significance will be partially dependent on how people perceive a particular landscape and how much the changes will matter in relation to other senses as experienced and valued by those concerned. Despite the extremely large part played by our visual experience in forming our views on landscape, one’s perception and indeed memory also play an important part if the changes brought about in landscape character are to be fully understood. It follows therefore that different people doing different things will experience the surrounding landscape in different ways. Such sensitivities and

variations in response, including where and when they are likely to occur, are taken into consideration in the assessment.

- Visual Impact – an appraisal of effects of the proposed development on the visual environment and visual amenity as evidenced by the comparison of baseline (existing) images and photomontages illustrating the proposed development in context. This second aspect is somewhat less subjective in that direct ‘before and after’ comparisons can be made. Visual impact occurs by means of visual intrusion and/or visual obstruction and the distance between subject and viewpoint has a bearing on the scale of such impact.

It is appropriate that aspects of architectural context and design approach are addressed when assessing the impact of proposed building development on the landscape, particularly so in an urban context. In this regard, aspects of the architectural design rationale and the specific architectural responses to the site and context are referred to within this report.

The standard evaluation methodology used in the preparation of the Landscape and Visual Impact Assessment (LVIA) for inclusion within an Environmental Impact Assessment Report (EIAR) is utilised for this appraisal. The evaluation methodology is therefore based on the following:

- ‘Guidelines on the information to be contained in Environmental Impact Statements’ - Environmental Protection Agency (EPA) 2002.
- ‘Advice Notes on Current Practice in the preparation of Environmental Impact Statements’ - Environmental Protection Agency (EPA), September 2003.
- ‘Guidelines for Landscape and Visual Impact Assessment’, prepared by the Landscape Institute and the Institute of Environmental Assessment, published by Routledge, 3rd Edition 2013 (and Advice Note 01/11)
- Reference is also made to the DRAFT ‘Revised guidelines on the information to be contained in Environmental Impact Statements’ - Environmental Protection Agency (EPA), September 2015 and to the DRAFT ‘Guidelines on the information to be contained in Environmental Impact Assessment Reports’ - Environmental Protection Agency (EPA), August 2017

This Landscape and Visual Impact Assessment involved:

- Visiting the area in May 2017 and in August/ September 2018 and February 2019 including preparation of a photographic record of the main landscape features;
- Undertaking a desk study of the subject site and its immediate environs in relation to its local and broader significance using the information gathered from the site visits, studying aerial photography, historic and Ordnance Survey mapping;
- Establishing and describing the receiving environment in terms of the existing urban landscape and its visual amenity;
- Assessing the nature, scale and quality of the proposed development through examination of the design team’s drawings, illustrations and descriptions of the proposed scheme;
- Assessing potential viewpoints, choosing and agreeing those with the Local Authority which could be considered most important and most representative in terms of visual impact; and



- Assessing the landscape impacts of the proposed development and the visual impacts through consideration and interpretation of the photomontages (included with the planning application submission documents).

### 5.3.1 Selection of Views

In order to provide a full and detailed appraisal of the proposal, a total of 19 photomontages was prepared. The views were chosen to accurately represent the likely visual impact from a variety of viewpoints and directions around the subject site. In accordance with the guidelines, views from the public domain were given priority, particularly those from main thoroughfares and public places. Given the relatively flat topography of the environs, and the wide expanse of low rise residential, industrial and commercial buildings, a broad range of views have been selected. These include contextual views from local streets, including either end of Coolock Drive, Greencastle Road and Greencastle Avenue, and from within public open space within and along the Santry river corridor, to more distant views at key junctions and streets in the area. The most distant view is from Bull Island, which was selected to assess any potential view on the relatively flat horizon line.



**FIGURE 5.5 SELECTED VIEWPOINTS (VIEWS 1 - 19 INCL.) –SEE 3D DESIGN’S BOOK OF PHOTOMONTAGES FOR FULL A3 SCALE. EXTRACT 3D DESIGN, MAP DATA ©2019 GOOGLE**

The viewpoints chosen are considered to be the most important and representative, having regard to the requirement to examine the likely significant impacts. The photography was carried out in the summer of 2018 working to an original programme for the planning application. The photography therefore shows leaves on trees which is generally understood to offer mitigation in the summer months which is considered in the assessment. In assessing the photography, and the lesser visual impact of the reduced height of the scheme compared with the first iteration, none of the views were considered so sensitive as to require winter views. These views were submitted to Dublin City Council during the pre-planning consultative process, and confirmed as acceptable

for the purposes of the impact assessment process. Location maps of the final selected viewpoints are illustrated in Figures 3 and are also included with the photomontages in the A3 document (3D Design).

The process of view selection paid particular regard to Dublin City Council's policies in respect of views and prospects as set out in the Dublin City Council's Development Plan 2016-2022. There are no protected views or vistas in the area that are affected by the proposal.

The guidance on viewpoint selection and baseline photography requires that the proposed development is considered in context and that photomontages used to illustrate the proposed development include sufficient landscape context for proper assessment.

### **5.3.2 Photomontage Methodology**

The primary method adopted for Visual Impact Assessment relies largely on a comparative visual technique, whereby accurate photomontages, incorporating the proposed development are compared to the existing corresponding baseline photograph so that an assessment of impact can be made. These 'before' and 'after' images are prepared for a number of selected viewpoints. The general methodology for the preparation of photomontages, including site photography, 3D computer modelling and rendering of views, is outlined in Appendix 1 of this document; however the specific detailed methodology employed by 3D Design for this project is described in their original A3 photomontage document.

### **5.3.3 Methodology for Rating Impacts**

An assessment is made in respect of the significance, scale or magnitude of predicted impacts which is set against an assessment of the quality/sensitivity of the impact. For each view, the scale/magnitude of impact is related to the simple quantum of change within the field of view and to the nature and sensitivity of such change in respect of the respective receptors, in the context of the existing (receiving) environment. Therefore, whilst the significance or scale of impact may range from 'imperceptible' to 'profound' and these may in part be related to distance and proximity, it should be remembered that the nature of the change and the sensitivities of the viewers also play a part in this aspect of assessment for each view.

The quality of impact can be assessed as 'positive' or 'negative' depending on whether the change is considered to improve or reduce the quality of the landscape character or visual environment. The quality of impact may also be assessed as 'neutral' if the quality of the environment is unaffected. The assessment of quality in particular, needs to consider and weigh-up a range of issues and potentially conflicting standpoints. The nature of the proposed change, its context, appropriateness, quality of design and the sensitivities of the viewers are all important considerations for this aspect of assessment.

This latter issue of sensitivity can however create emotive responses that often have little or no regard for the appropriateness and/or design of the proposal; however the assessment needs to be considered in that context. In such cases, issues of appropriateness and design quality become more influential in the assessment of impact and the appraisal of the designed scheme. The subtleties of design and detail in such circumstances are important in mitigating potentially negative impacts and ultimately, in determining appropriateness.

It should also be remembered that the impact of the proposed development is assessed in terms of an existing and current context, not an earlier historic context.

The duration of impact is a third aspect of assessment to be considered and impacts may range from temporary to permanent. In this case, the proposed development has a design life probably exceeding 60 years and so its impact is likely to be long term to permanent. The temporary/short term impacts during the construction of the proposed development are also considered in this appraisal.

The significance criteria used for landscape and visual assessment are based on those given in the EPA 'Guidelines on the information to be contained in Environmental Impact Statements', 2002, (Section 5 Glossary of Impacts) as refined by the Draft 'Guidelines on the information to be contained in Environmental Impact Assessment Reports' - Environmental Protection Agency (EPA), August 2017. These are outlined in Appendix 2.

## **5.4 Baseline Scenario (Description of Receiving Environment)**

### **5.4.1 Introduction – Site Location, Built Form and Planning Context**

The subject site is on the northern end of Coolock Drive, at the junction with Greencastle Road, Coolock. Dublin 17. Greencastle Road runs parallel with the Santry River corridor which forms the northern part of the site.

The area is characterised by two storey residential development with larger scaled industrial, business, commercial, and civic buildings separated into distinct clusters by arterial and link roads with their associated wide verges and other green open spaces. The Santry river corridor is distinctive in this respect and is characterised by a narrow low lying river channel in wide areas of mown grass. The Stardust Memorial Park is a more intensively programmed open space to the north west of the site. Generally the visual quality of the public realm is sub urban with few landmarks which can make wayfinding difficult. The open spaces along the Santry river corridor give a distinct, if somewhat under-developed character. A more distinct sense of place is beginning to develop as areas are consolidated, such as the new Primary Care Centre, and the refurbishment of the Northside Shopping Centre.

The former Chivers factory site – including this section of the Santry river corridor - is fenced off from the public and is unmanaged. It is visible from Greencastle Road and Coolock Drive through boundary railings and across the open space associated with the Santry river. Further south along Coolock Drive the site is screened by a strip of shrub and tree planting along the boundary fence. To the south, along Oscar Traynor Road, the factory can be seen in the distance, again through boundary railings, across the open space of Cadbury factory's lands. Whilst the visual quality of factory buildings is often utilitarian, they are a visual representation of the local economy and employment. They can generate a sense of identity, and a sense of pride in the product that is being manufactured. This would typically be the case in the adjoining Cadbury's factory. However, now closed and empty, the former Chivers factory is a representation of a changing economy and of obsolescence.





FIGURE 5.6 FORMER CHIVERS FACTORY



A portion of the site was formerly zoned as Z6 (enterprise and employment creation) and has been rezoned Z1 (residential) under Variation No 5 of the Dublin City Development Plan 2016-2022. The rest of the site is zoned Z9 (recreational amenity and open space and green networks). This Z9 zoning is generally the area of the Santry river corridor which is also designated a conservation area apart from a small spur beside Coolock Drive.

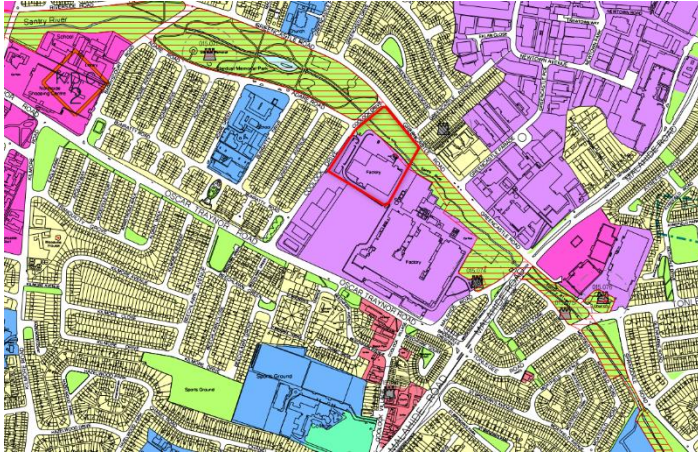


FIGURE 5.7 SITE LOCATION ON FORMER ZONING MAP SHOWING LOCAL ZONING DESIGNATIONS. DCC DEVELOPMENT PLAN 2016-2022



FIGURE 5.8 REZONING MAP FOR THE Z6 PORTION OF THE SITE. DCC DEVELOPMENT PLAN 2016-2022

The strategies and policies in relation to density in the Dublin City Council Development Plan (2016-2022) promote a more sustainable approach to residential development compared to the existing low density residential character of the area. National guidance produced by the Department of Housing Planning and Local Government in 'Sustainable Urban Housing: Design Standards for New Apartments' (March 2018) also reflects the trend for more dense and sustainable residential development with apartment mixes that are considered more appropriate to population needs which can override local planning policies. The DoHPLG guidance for local authorities 'Urban Development and Building Heights' (Dec 2018), notes the following points which affect the landscape character:

*'At the scale of district/ neighbourhood/ street*

- *The proposal responds to its overall natural and built environment and makes a positive contribution to the urban neighbourhood and streetscape*
- *The proposal is not monolithic and avoids long, uninterrupted walls of building in the form of perimeter blocks or slab blocks with materials / building fabric well considered.*
- *The proposal enhances the urban design context for public spaces and key thoroughfares and inland waterway/ marine frontage, thereby enabling additional height in development form to be favourably considered in terms of enhancing a sense of scale and enclosure while being in line with the requirements of "The Planning System and Flood Risk Management – Guidelines for Planning Authorities" (2009).*
- *The proposal makes a positive contribution to the improvement of legibility through the site or wider urban area within which the development is situated and integrates in a cohesive manner.*
- *The proposal makes a positive contribution to the improvement of legibility through the site or wider urban area within which the development is situated and integrates in a cohesive manner.*
- *The proposal positively contributes to the mix of uses and/ or building/ dwelling typologies available in the neighbourhood.'*

These strategies on density and height are tempered by the ability of the receiving environment to absorb the resulting impacts, and of the design quality in form and materials in avoiding or mitigating negative impacts.

#### **5.4.2 Topography, morphology and vegetation**

The relative flat nature of this area of north Dublin is reflected in the site, which ranges from circa 34-35m OD, with a localised steep dip of circa 31m at the Santry river. This simple form is divided into two parts which reflect the zoning – built industrial and open space and conservations area associated with the river. There is some localised mounding to the perimeter, along with tree and shrub planting which would have originally been intended to screen the factory buildings. The



ornamental planting associated with the factory offices is now overgrown and unmanaged, and the open space is amenity grassland that is not managed.



**FIGURE 5.9** THE IMAGE FROM THE WESTERN BOUNDARY LOOKING ALONG THE SANTRY RIVER, SHOWING THE TWO DISTINCT ZONINGS - NOTE THE FACTORY BUILDING TO THE RIGHT AND THE SCREEN PLANTING TO THE LEFT ALONG GREENCASTLE ROAD.

## 5.5 The 'Do Nothing' Approach

If the proposed development were not to proceed, the site would presumably (in terms of its landscape/townscape impact), remain in its present form for a period. However, the existing buildings are currently vacant and the existing rate of degradation of the building fabric in such circumstances is unlikely to be arrested by doing nothing. The open space along the Santry River would remain unmanaged and inaccessible to the public.

## 5.6 Impact Assessment

### 5.6.1 Potential Impacts of the Proposed Development

The purpose of this section of the report is to describe the potential effects of the proposed development; upon the visual and landscape aspects of the immediate area, and further afield, where relevant - at both construction and operational stages. The effect of such changes may of course be positive or negative. Effects can also be short or long term; temporary or permanent.

### 5.6.2 Construction Phase

Potential visual impacts during the construction phase are related to demolition works, temporary works, site activity, and vehicular movement within and around the subject site. Vehicular movement may increase in the immediate area, and temporary vertical elements such as cranes, scaffolding, site fencing/hoarding, gates, plant and machinery etc., will be required and put in place. All construction impacts will be temporary to short term in duration, and may include the following:

- Site preparation works and operations including demolition
- Site excavations and earthworks
- Site infrastructure and vehicular access
- Construction traffic, dust and other emissions
- Temporary fencing/hoardings

- Temporary site lighting
- Temporary site buildings (including office accommodation)
- Cranes, crash deck and scaffolding
- Piling rigs

## 5.7 Operational Phase

The importance of design quality in the process of urban renewal and inserting new buildings into the city fabric should not be underestimated. Good design in such circumstances is a rigorous process involving: a deep understanding of the site, its context and existing sensitivities; testing of the range of appropriate design options; a broad knowledge of suitable design approaches and; the ability to convert these through careful detailing, materials selection and effective control throughout the construction process. These aspects of design are central to successful and appropriate integration of new development within its context. Any development has the potential to impact negatively if poorly designed. Conversely it has the potential to impact positively, indeed to inspire, if well designed.

Many aspects of the proposed scheme design are included specifically to respond to such issues and any associated concerns. The design approach and specific mitigation measures employed to address the sensitive contextual issues and to respect and enhance the local environs are outlined in the Mitigation section.

### 5.7.1 Predicted Landscape Character Impact of the Proposed Development

The proposed development will impact on the landscape to varying degrees in terms of its perceived nature and scale. These effects are tempered and conditioned by sensitivities associated with the receptor. The duration of such impacts is however determined by the design life of the proposed development. In this case the building has a design life of up to 60 years. Impacts on landscape character are therefore deemed to be of long term duration in this instance.

In assessing the landscape character impacts specifically, there are three main inter-related aspects to be addressed in considering the development proposals, namely:

- The perceived character of the area – how it is affected by the proposal
- Effects of the proposed development on social and cultural amenity
- The proposed views of the development, relative to the existing site (see section 8 and the associated impact on visual amenity).

### 5.7.2 Construction Phase

Initially the erection of site fencing/hoarding will be completed, site access points established and site accommodation units placed. Early in the construction period, demolition, earthworks, excavations for the basement and building foundations will commence. Removal and/or storage of excavated materials from site and the delivery of construction materials will generate increased traffic within, to and from the site.

As construction progresses over the construction period, visual impacts will vary, with the on-going business of construction - delivery and storage of materials, the erection of the buildings, etc. Mitigation measures have been proposed as per section 'Mitigation (remedial/reductive measures)' to minimise the impact of the construction works on the site environs.

The **visual effects** over the construction of the development will **vary from moderate and neutral to moderate and negative**, depending on one's location and proximity to the site, the stage of

construction, and the intensity of site activity. These effects will be of **short term** duration with some aspects of the scheme within the construction phase being **temporary**.

### 5.7.3 Operational Phase

Impact on the perceived character of the area and on social and cultural amenity

Whilst the term 'landscape character' is generally held to involve more than simply appearances, there is little doubt that a place's visual qualities contribute most to its character and this is particularly so for visitors to the area, whose experience is generally a relatively fleeting one. One might surmise that the current character of the subject site may be perceived largely by local people as a 'derelict' site sitting adjacent to a green space which is not accessible.

It would be expected that the proposed development on a former industrial site, and the opening of the Santry river to the public would be perceived to improve the appearance of the site and the area immediately around it. However, the final development will be judged ultimately on its finished appearance and the impact of time, use and the elements upon it.



**FIGURE 5.10 AN AERIAL VIEW OF THE PROPOSED DEVELOPMENT SHOWING TALLER ELEMENTS ADDRESSING THE PROPOSED EXTENSION TO THE LINEAR PARK, STEPPING DOWN TO COOLOCK DRIVE AND FORMING A NEW STREET EDGE. PLUS ARCHITECTS.**

The proposed development is well-researched and will provide living accommodation and a living environment of high quality which is both sustainable and durable. This is reflected in the design details and fabric that constitute it. It is also designed in a manner which is, in its density and height, a departure from its local urban context. However it steps down towards its neighbours creating a new street edge along Coolock Drive which is generally 4 storeys with a 5 storey and 7 storey articulation at the entrance to the scheme. The proposed taller elements are generated along the edges where it will have least negative impact. Indeed, the proposed scheme is seen to generate a positive consolidation of the urban fabric and sense of place.





FIGURE 5.11 AN IMPRESSION OF THE PROPOSED SCHEME ALONG COOLOCK DRIVE SHOWING THE 4 STOREY PROPOSAL RISING TO 5 STOREYS IN THE CENTRE OF THE BLOCK AND 7 STOREYS AT THE ENTRANCE TO THE SCHEME.

In terms of its effects on **landscape character** it will provide **moderate and positive effects** - these effects will be **long term**.

#### 5.7.4 Predicted Visual Impact of the Proposed Development

##### Introduction

The appraisal of visual effects likely to be created by the proposed development is determined through the comparison of 'before' and 'after' photomontages – it is therefore, perhaps, a little less subjective than the appraisal of effects on landscape character. It too is inevitably influenced to some extent by the standpoint of the viewer (the receptor). A total of 19 photomontages has been prepared that illustrate the visual effects of the proposed development on the surrounding visual environment. They are all submitted in a separate A3 document with the planning application.

The existing view from each viewpoint is shown together with the proposed development as seen from the same viewpoint. The red line that appears on some of the proposed photomontages indicates the location of the new development in the background, which in such cases is largely screened from view by distance, intervening buildings or topography. It should be noted that the images were prepared for an earlier iteration of the scheme with taller buildings. The images that show only a red line outline of the scheme because it is not visible are from the earlier iteration. The current proposed scheme is lower and therefore will not have any visual effect in these images. The views where the scheme is visible have been updated to reflect the current proposal.

Because the design life of the proposed development is up to 60 years, the duration of predicted **visual effects** is assessed as **long term**, as is the case for predicted landscape character impacts.

The assessment of visual impacts through the use of comparative photomontages serves to identify impacts upon the visual environment. The photomontages are important in illustrating the impact of the proposed scheme from sensitive and protected views. In this instance, they also serve to support and illustrate an aspect of the landscape character impact assessment.

It is important to remember that while photomontages are a useful tool in illustrating comparative visual impact, they are recognised as having their limitations and potential dangers. The guidelines for their use in assessment clearly advocate their use in the context of a site visit to the viewpoint locations and point out that photomontages alone should not be expected to capture or reflect the complexity underlying the visual experience (refer to the GLVIA, 3<sup>rd</sup> Edition and the Landscape Institute's Advice Note 01/11).

### Assessment of views

Photomontages were prepared for 19 locations from a range of viewpoints. For each view, the degree or magnitude (significance) and quality/sensitivity of the impact are assessed and summarised as follows:

*The views are shown below for convenience in reading the document. However the text should be read with the high resolution prints at A3 size by 3D Design which are provided in a separate document.*



## View 1 Existing



### Location: Junction of Blunden Drive and Malahide Road

This view is from the junction of Blunden Drive and Malahide Road looking southwest towards the site. The Malahide Retail park and industrial park lie between the view location and the site. The view demonstrates a typical local spatial characteristic of a distributor road with generous margins dividing land uses – in this case retail/light industrial and two storey residential. In both instances the backs and gables of building are seen from the road. The high rendered boundary wall to the back gardens of the houses for the edge of the road corridor to the left. The boundary fencing and gable end of industrial and office units is striking in the image to the right. The retail and industrial units to the middle of the image are screened by some sparse tree planting, and the distinctive Lidl logo can be seen on one of the buildings, and a communications mast rises above the vegetation. To the right of the image the maturing vegetation on the roundabout dominates, and the view is generally scattered with street lighting signage and utilities.

## View 1 Proposed



The red outline does not appear above the horizon line of planting and light industrial buildings. The view of trees and the proposed development beyond is so distant that it would remain imperceptible in winter.

**Visual effect: There is no visual impact.**



## View 2 Existing



### Location: Junction of Malahide Road and R139

This view is from the junction of the Malahide Road and the R139 at Clarehall shopping centre and the Hilton Dublin Airport hotel looking south west. Both dual carriageways have an additional turning lane making this a wide traffic junction. The distinctive glazed façade to the shopping centre can be seen on the left with its Clare Hall and Tesco Extra logos on the return facades. The middle ground beyond the road junction is a wide area of undeveloped land which has the remnants of hedgerows of the former agricultural field patterns. To the right one of the gables of Newtown Court 4 storey apartments can be seen in isolation. The near right is taken up with the hotel building and its associated decorative planting. The view is dominated by the road and associated lighting and signage, and otherwise what appears to be incomplete local development.

## View 2 Proposed



The red outline does not appear above the horizon line of the middle ground.

**Visual effect: There is no visual impact.**

### View 3 Existing



#### Location : Santry River Linear Park at Malahide Road

This view is from the footpath on the Malahide Road outside the Santry River Linear Park looking west north-west. The view is characterised by the dual carriageway of the Malahide Road, and, looking along the Greencastle Road, the maturing tree planting along the Santry River to the left and an empty industrial building to the right, including what appears to be a former advertising or logo display on a pole. This building sits behind a wide green strip with a high railing that is characteristic of other views in the area.



### View 3 Proposed



The red outline appears behind the trees along the Santry River in the grounds of the Cadbury factory site. The density of the trees, even in a winter view, is such that it will not have an impact at this distance.

**Visual effect: There is no visual impact.**

#### View 4 Existing



#### Location : Greencastle Road at Castle Elms junction

This view is from the public footpath on the Greencastle Road at the entrance to Castle Elms residential area. The view looks directly west towards the site. The buildings and chimney of the former Chivers factory can be seen through a gap in the tree planting along the boundary of the site and the neighbouring Cadbury's site. Some young trees have been planted in the gap. Part of the Cadbury's building can be seen as well as its yard with associated materials and outbuildings.

## View 4 Proposed



The image changes from one of predominantly low rise industrial buildings to an image of higher residential blocks. The proposed view shows two of the 10 storey residential elements (Block A2) in the foreground with Block C set further back. The breakdown of the massing of the buildings and the grid like façade panels serve to modulate the scale. The light coloured brick facades serve to tone in against the sky. The other two other 10 storey residential elements (Block A1) are screened for the most part by the existing trees. New tree planting in the scheme including the proposed extension to the River Santry linear park is shown as semi mature in the middle ground, at around 8-12 years. This serves to settle buildings in to the landscape. The existing young trees within the Cadbury's boundary are shown at their current size, however the scale of the trees adjacent would indicate the eventual height and amount of screening as they mature. The scheme will be more visible in winter, through the branches of the deciduous trees.

The change in the image demonstrates a significant effect in the magnitude of the change of scene. However it is also a moderate effect in that the character of the view is altered which is along the lines of existing and emerging baseline trends of residential development; and of consolidation of the built urban fabric in the area; and that the former industrial site is not itself a sensitive view. Therefore there is no 'sensitive aspect of the environment' in the view that is altered.

The quality of the effect is determined in this instance by the change of view of the former Chivers factory as an inactive industrial site to an active residential development. The quality is therefore positive. The duration is long term.

**Visual effect: The visual effect is significant and moderate, positive and long term.**



## View 5 Existing



**Location : Junction of Coolock Drive from Greenfield Road**

This view is from Greencastle Road looking south east towards the junction with Coolock Drive. The middle of the image is looking through towards the former Chivers site where the factory building can be seen. To the left of the image is the typical streetscape of the area characterised by informal on-street car parking, telegraph pole, lighting standard and garden boundary hedges. The Santry Linear Park is to the middle and right of the image where it is interrupted at this junction (the river flows on through the former Chivers factory site and on to the Cadbury's factory site before emerging to parkland again to the east). Young and maturing trees are located in the park and former Chivers site.

## View 5 Proposed



The image changes in the middle ground from one of predominantly low rise industrial buildings to an image of higher residential blocks. The proposed view shows the north eastern 10 storey residential element (Block A1) in the foreground with a second 10 storey element of (Block A2) set further back. The north western 10 storey element of Block A1 (ie closest to the viewer) and the farthest (of Block A2) will be more visible through the bare branches of the trees in winter. The breakdown of the massing of the buildings and the grid like façade panels serve to modulate the scale. The light coloured brick facades serve to tone in against the sky. To the right, the top two storeys of the 7 storey entrance element (Block B) is seen above the trees. New tree planting in the scheme including the proposed extension to the River Santry linear park is shown as semi mature in the middle ground. This serves to settle buildings in to the landscape.

The change in the image demonstrates a significant effect in the magnitude of the change of scene. However it is also a moderate effect in that the character of the view is altered which is along the lines of existing and emerging baseline trends of residential development; and of consolidation of the built urban fabric in the area; and that the former industrial site is not itself a sensitive view. Therefore there is no 'sensitive aspect of the environment' in the view that is altered.

The quality of the effect is determined in this instance by the change of view of an inactive industrial site to an active residential development. The quality is therefore positive.

The duration is long term.

**Visual effect: The visual effect is significant and moderate, positive and long term.**



## View 6 Existing



**Location : Greencastle Road at the junction with Greencastle Drive.**

This view looks west along Greencastle Road at the junction of Greencastle Drive looking south eastwards. The street scape is typical of this stretch of road with street tree planting to the left side of the image. The middle and right side of the image is looking along and through the boundary railings of the Stardust Memorial Park with a line of maturing trees planted parallel to the road behind the railings. The maturing trees and vegetation across the rest of the park give a verdant character. Part of a small playing pitch can be seen within the park to the right.



## View 6 Proposed



The image changes in the distant-middle ground from a view across the Stardust Memorial Park to one showing the broader northwestern façade of the 10 storey element (of Block A1) with each of the other 10 storey elements each stepping back behind the other. The blocks are seen through the existing maturing trees within the park, with the top storey appearing under the canopy of the trees. The upper storey of the 7 storey entrance block (Block B) is visible above the tree line of the park to the right. Further again to the right, the top of the scheme at 5 storeys is glimpsed above the roofline of the existing houses on Coolock Drive which replaces the original screen planting on Coolock Drive. The breakdown of the massing of the buildings and the grid like façade panels serve to modulate the scale. The light coloured brick facades serve to tone in against the sky. There is a glimpse of some of the proposed tree planting in the scheme.

The change in the image is a significant to moderate effect in that the character of the view is altering the view across the park at a location where the existing former industrial buildings are not visible to serve as a contrast. However this is along the lines of existing and emerging baseline trends of residential development, and of consolidation of the built urban fabric in the area.

The quality of the effect is determined in this instance by the change of view across a park where the trees form the horizon line to one where the residential development is seen through these trees and defines a new urban edge. A little more of the proposed (and existing) buildings will be seen in winter. The quality is therefore neutral.

The duration is long term.

**Visual effect: The visual effect is significant to moderate, neutral and long term.**

## View 7 Existing



### Location: Greencastle Road and Barryscourt Road

This view is taken from Greencastle Road close to the junction with Barryscourt Road looking south eastwards. To the left of the image is the characteristic two storey houses with front gardens. To the right is the mown grass open space of Santry River Linear Park system, and beyond that the railings of the Stardust Memorial Park, also part of the linear park. The maturing tree planting in this park is dominant in the middle ground, and trees further along Greencastle Road begin to give a verdant character.

## View 7 Proposed



The red outline of the proposed development does not appear above the horizon line of planting in the park. The scheme is so distant and the planting so dense that it will not be perceptible in winter.

**Visual effect: There is no visual impact.**



## View 8 Existing



### Location: Oscar Traynor Road and Kilmore Road

The view is taken on Oscar Traynor Road at the junction with Kilmore road looking eastwards. The controlled junction and associated railings and lights is dominant in the foreground. Northside Shopping Centre is across the junction. The built form of the shopping centre is distinctive, with its double height entrance, corner building and sides and car parking. The plant and communication masts are visible above the entrance building. There is some tree planting lining the northern side of the Oscar Traynor Road, and an open space with tree planting to the southern side.

## View 8 Proposed



The upper storeys of the 10 storey blocks can be seen in distance in the middle of the image. The visually busy nature of the foreground and middle ground, the change in the distant view is barely perceptible.

**Visual effect: The visual effect is not significant and neutral.**

## View 9 Existing



### Location: Oscar Traynor Road

The view is taken on the Oscar Traynor Road, just to the east of the entrance to the IDA Clonshaugh Business and Technology Park, looking eastwards. Oscar Traynor Road is planted with trees, however they are sparse. Oscar Traynor Park is to the right of the image with a large Monterey Cypress and maturing tree planting behind railings. Beyond this the gable of a community building can be seen. The left side of the image is more open, with a stub wall along the road and grass playing fields. The side of Northside shopping centre can be seen in the distance.



## View 9 Proposed



The red outline of the proposed development does not appear above the horizon line of the Northside Shopping Centre.

**Visual effect: There is no visual impact.**

## View 10 Existing



### Location: Oscar Traynor Road

The view is taken from Oscar Traynor Road close to the entrance with Beechpark road, looking northwards across a large grass space which is a pitch and putt course. This space is behind railings that define the Cadbury's site and some of the buildings and a lorry (indicating a loading bay) can be seen to the right. The former Chivers factory buildings can be seen beyond the grass space, and the light industrial type buildings of Aldi and adjoining retail units are to the left. The trees in the view are located at the boundary with the retail units, along Oscar Traynor Road, and through the grass space which seems to be the remnants of a hedgerow. Some tree planting to the very north of the site can also be seen.

## View 10 Proposed



The proposed development can be seen across the pitch and putt course beyond the existing vegetation: the three to seven storeys of Blocks B & C are visible behind the railings, with the four 10 storey elements of Blocks A1 & A2 rising above that. The massing of the proposed buildings is articulated in the three to seven storey arrangement, with the 10 storey elements rising above that, however the pale façade treatment does not make this articulation of the massing easily distinguishable at this distance. Some of the proposed tree planting can also be seen which serves to ground the scheme, particularly to the right. Given the distance, this is a moderate effect as an appreciable segment of the existing view is affected by the proposed development, consistent with existing and emerging baseline trends.

The quality of the effect is determined in this instance by the change of view of the former Chivers factory as an inactive industrial site to an active residential development. The quality is therefore neutral to positive.

The duration is long term.

**Visual effect: The visual effect is moderate, neutral to positive and long term.**



## View 11 Existing



### **Location: Harmonstown Road and Springvale Road**

This view is taken on Harmonstown Road close to the junction with Springdale Road. The view looks along Springdale Road looking north-westwards. A large swath of grass and maturing trees constitutes the main park of the image to the left, this is part of the Santry River linear park system. The maturing trees and green open space to the right is Edenmore Green, which connects the Santry River linear park with Edenmore Park which lies to the east. Two storey housing with front gardens are seen in the middle distance along Springvale Road and facing on to Edenmore Green. In the distance to the left are grass playing fields and two storey housing beyond.

## View 11 Proposed



The top of the 10 storey blocks can be seen in the distance in the middle of the image. The distant change set amongst the road lighting and signage, trees and houses is barely perceptible

**Visual effect: The visual impact is not significant and neutral**

## View 12 Existing



### Location: Malahide Road at Artane

This view is taken from the roundabout on the Malahide Road at Artane looking northwards. This is a grassed roundabout with large margins of open space and maturing trees. This gives a verdant character to the busy road corridor at this point. Two storey houses can be seen to the right beyond the junction.



## View 12 Proposed



The red outline does not appear above the horizon line of the houses and trees beyond the junction.

**Visual effect: There is no visual impact.**

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### View 13 Existing



#### **Location: Oscar Traynor Road at Santry junction**

This view is taken from the roundabout junction with the M50 (extension of the M1), Oscar Traynor Road leading to Santry. The view looks eastwards along the Oscar Traynor Road in the direction of Coolock. There is a wide mown grass margin to the right, beyond which the upper storey of two storey houses along Aulden Grange can be seen. To the right is the maturing planting which defines the road margin and the Oscar Traynor Road site beyond.

### View 13 Proposed



The red outline does not appear above the horizon line of the trees along Oscar Traynor Road beyond the junction.

**Visual effect: There is no visual impact.**



## View 14 Existing



### **Location: Causeway Road, Bull Island**

The view is taken from the Causeway Road at Bull Island looking north westwards back towards Raheny. The view is of the tidal habitat of salt marsh and open water in front of the coastline of trees and two to three storey houses. The mature trees and rooftops make a regular horizon line which begins to break down towards the right of the image.

## View 14 Proposed



The red outline does not appear above the horizon line of the trees and houses.

**Visual effect: There is no visual impact.**

## View 15 Existing



### Location: Darndale Park

This view is taken from the northern edge of Darndale Park looking south south-west. The view is of an open field with pitches. Two storey houses in the middle distance with maturing trees in the park and streets reaching the tops of the houses in the view. This low flat horizon is punctuated by a communications mast to the left of the centre. There are other tall elements in the view which appear to be chimneys and lighting masts. In the near left the boundary walls of a rear garden can be seen. The open nature of the park and the two storey residential terraces demonstrate the large flat nature of the Coolock-Darndale area with few distinguishing landmarks.



## View 15 Proposed



The red outline does not appear above the horizon line of the trees and houses.

**Visual effect: There is no visual impact.**

## View 16 Existing



### **Location: Greencastle Avenue and Macroom Road**

This view is taken on Greencastle Avenue at the junction with Macroom Road looking south westwards. Two storey houses set back with front gardens form the street. Some gardens have parking in them, and there is also on-street parking. Overhead cables run along the left hand footpath. There is maturing street tree planting, some of which have been cut to avoid the overhead cables. At the end of the street, the existing trees on the Chivers site can be seen. These, together with the street trees, begin to give a verdant character middle ground of an otherwise typical residential street in the area.



## View 16 Proposed



The top storeys of the middle two of the four 10 storey elements (Blocks A1 & A2) can be seen rising above the tree line at the end of the street. The flanking 10 storey elements can be glimpsed. They are seen end-on presenting four distinct elements. The light coloured brick facades serve to tone in against the sky. The effect is moderate, in that an appreciable segment of the existing view is affected by the proposed development, along existing and emerging baseline trends.

The quality of the effect is determined in this instance by the change of view by the introduction of the proposed buildings. As they rise above the tree line affecting the verdant character at the end of the street, the quality of the architectural form, proportions, and finishes is an important factor in mitigating the impact on this view. Due to the distance, and density of the trees, little more of the scheme will be visible in winter. The quality is therefore neutral.

The duration is long term.

**Visual effect: The visual effect is moderate, neutral and long term.**



## View 17 Existing



### **Location: Santry Park.**

This view is taken within the green open space of the Stardust Memorial Park (part of a linear park system along the Santry River). The view looks south eastwards towards the Chivers site (the chimney can be seen). The footpath runs alongside some meadow to the left of the channel of the Santry River. To the left is a grassy open space with a pergola, with glimpses of houses and cars on Greencastle Road beyond the park railings. The character is of a verdant park with maturing trees.

## View 17 Proposed



The upper floors of the north western 10 storey element (Block A1) can be seen in the middle of the view beyond the tree line. The light coloured brick facades serve to tone in against the sky. The effect is moderate, in that an appreciable segment of the existing view is affected by the proposed development, along existing and emerging baseline trends.

The quality of the effect is determined in this instance by the change of view by the introduction of the proposed tower. As the building rises above the tree line, the quality of the architectural form, proportion and finishes is an important factor in mitigating the impact on this view. Due to the distance, and density of the trees, little more of the scheme will be visible in winter. The quality is therefore neutral.

The duration is long term.

**Visual effect: The visual effect is moderate, neutral and long term.**



## View 18 Existing



### Location : Coolock Drive

This view is taken from close to the Aldi supermarket on Coolock Drive, at the mini roundabout junction with Bunratty Road, looking northwards. To the left is a large hedge of a side and front garden associated with two storey housing. To the right is the tall signage totem advertising the local shops including the Aldi supermarket which dominates the right hand side. Tree planting within the curtilage of the shopping centre car park is maturing. There is also on-street car parking, mini roundabout and road markings and a traffic calming ramp. The tree planting on the right side of Coolock Drive, and the boundary vegetation to the Chivers site generates a verdant character to the middle distance.



## View 18 Proposed



The lower 3 and 4 storey Block B can be seen in the distance along Coolock Drive, with two of the taller 10 storey elements of Blocks A1 & 2 rising beyond them. The breakdown of the massing of the buildings serve to modulate the scale. The effect is moderate, in that an appreciable segment of the existing view is affected by the proposed development, along existing and emerging baseline trends.

The quality of the effect is determined in this instance by the change of view with the introduction of the proposed towers. As the proposed development removes the vegetation from the southern and western boundaries, a new built urban edge is introduced. The quality of the architectural form, proportion and finishes is an important factor in mitigating the impact on this view. The quality is therefore neutral.

The duration is long term.

**Visual effect: The visual effect is moderate, neutral and long term.**

## View 19 Existing



**Location : Santry River linear park close to Tonlegee Road.**

This view is taken from the green open space associated with the Santry River linear park system, looking north westwards. The space is managed as mown grass sloping down to the river which at this location is in a concrete channel leading in to a culvert. The open space is flanked by maturing trees. To the left is the boundary wall and gates of rear gardens with some on street car parking. To the right a plain red brick building and associated boundary wall and railings. This is the south western side of Odeon Cinema. The wide open grass is relieved by the tree planting at the edges of the space.

## View 19 Proposed



The upper portion of the south easterly 10 storey block can be seen in the middle of the image in the distance. The scale and distance is such that this represents a slight effect, where the development proposal forms only a small element in the overall field of view.

The quality of the effect is determined in this instance by the change of view by the introduction of a small part of the proposed tower. The quality of the architectural form and finishes is an important factor in mitigating the impact on this view. The quality is therefore neutral.

The duration is long term.

**Visual effect: The visual effect is slight, neutral and long term.**



## 5.8 Mitigation (remedial/reductive measures)

### 5.8.1 Construction Phase

The building site including a site compound with site offices, site security fencing, scaffolding and temporary works will be visible during the construction phase. The provision of site hoarding along the property boundaries will substantially address many potential effects of construction operations during the delivery stage. Construction cranes (and of course, the emerging buildings) will become visible from neighbouring properties and also from a number of more distant vantage points as the development proceeds. The cranes and site facilities are generally viewed as a temporary and unavoidable feature of construction, particularly in urban settings.

Mitigation measures proposed during the construction stage of the development, revolve primarily around the implementation of appropriate site management procedures during the construction works – such as the control of lighting, storage of materials, placement of compounds, control of vehicular access, and effective dust and dirt control measures, etc. The outline Construction Management Plan for the project (prepared by Altemar Environmental Consultants), which is submitted with the planning application, sets out the basic measures to be employed in order to mitigate potential negative effects during construction. This is a working document which is refined and added to as the project proceeds.

### 5.8.2 Operational Phase

The designed scheme seeks to harmonise and integrate the development within the existing landscape and the broader urban environment. The design rationale and detail employed seeks to mitigate potential negative effects on the landscape character and visual amenity of the area by:

- Establishing an integrated relationship between the proposed development and surrounding buildings and the broader urban landscape, incorporating aspects of prevalent built forms, scale, texturing, colour and materials;
- The insertion, positioning and detailed modelling of the buildings, in order to assist in the visual assimilation of their mass;
- Appropriate architectural detailing to assist in the integration of the external building facades – including the modulation of openings and fenestration in a manner that harmonises with current local proportions and rhythms;
- Rationalisation of all services elements and any other potential visual clutter and its incorporation internally within building envelopes (as far as practically possible);
- Simplification and rationalisation of the proposed roof lines;
- Use of appropriate materials. The buildings' external envelopes will consist of pale rusticated brick and reconstituted stone panels, glazing and projecting balconies with ironwork balustrades.
- The provision of public space and boulevards consist of the extension to the Santry river linear park accessed off Coolock Drive, Greencastle Road and from the site; streets with tree planting, street furniture and sustainable drainage elements; and amenity play space for different ages; and artwork

The provision of communal/public uses within the development, in order to facilitate public access and permeability and to assist in activating public spaces.

## 5.9 Monitoring

The success of the proposed development is dependent on the proposals being properly executed as approved. Detailed agreement on finishes and materials to be employed needs to be ensured through the provision of and on-going adherence to reference samples provided on site for the duration of the construction works and defects period.

## 5.10 Cumulative Effects

### 5.10.1 Introduction

Current guidelines suggest that a determination should be made as to whether cumulative effects are likely to occur – these are outlined in the current GLVIA guidelines (3rd edition) as ‘*additional effects caused by the proposed development when considered in conjunction with other proposed developments of the same or different types*’. It has become accepted practice that such a determination generally needs to be made as to whether any likely pending or permitted development of a similar nature will have any bearing on the assessment of the proposed development and this is subject to the assessor’s judgement in the matter.

### 5.10.2 Cumulative effects related to the proposed development

In the process of developing the project, an overall masterplan concept incorporating the neighbouring Cadbury’s site was produced to test the context of the development. As the site is not zoned for residential use, and as the adjoining site is an active business, the masterplan is purely hypothetical and is not therefore considered under cumulative effects.

## 5.11 Worst case scenario

If for some reason the scheme is abandoned in progress, as has been seen in recent economic crash, incomplete developments can remain an eyesore and symbol of recession for several years.

## 5.12 Summary of effects

In the context of re-zoning from industrial to residential, the proposed development revitalises a derelict site. The density and height of the scheme, when seen in the context of the urban consolidation of local environs and in the context emerging baseline for sustainable housing at national policy level is nevertheless a challenge for a low rise suburban landscape character. However, the visual impact images range widely in the area, and demonstrate a surprising lack of visibility except when close by. The close effects are mitigated by the architectural planning, form, proportion and finishes. This visual impact is further considered in the landscape context as a positive contribution of public open space, connectivity of the Santry river corridor and permeability across the site with its associated amenities.

The degree of impact is seen as **moderate** in the context of a baseline of an inactive industrial site and a landscape character that is not particularly sensitive

The design of the scheme produces a **neutral** to positive quality in this context.

### 5.13 References

1. Guidelines on the information to be contained in Environmental Impact Statements prepared by the Environmental Protection Agency (EPA) 2002.
2. Advice Notes on Current Practice in the preparation of Environmental Impact Statements - Environmental Protection Agency (EPA), September 2003.
3. Guidelines for Landscape and Visual Impact Assessment, prepared by the Landscape Institute and the Institute of Environmental Assessment, published by Routledge , 3rd Edition 2013.
4. DRAFT 'Revised guidelines on the information to be contained in Environmental Impact Statements' - Environmental Protection Agency (EPA), September 2015.
5. DRAFT 'Guidelines on the information to be contained in Environmental Impact Assessment Reports' - Environmental Protection Agency (EPA), August 2017
6. Photography and Photomontage in Landscape and Visual Impact Assessment - Landscape Institute (UK) Advice Note 01/11.
7. Dublin City Development Plan 2016 - 2022.



## Appendix 1: Methodology for the production of photomontages

Refer to 3D Design Methodology in the book of Photomontages. This is a text extract:

### 3. METHODOLOGY.

#### 3.1 Project Planning

Following appointment a full list of suggested views are drawn up for review prior to visiting site between 3DDB, the client and the planning consultant. **Note:** If a LVIA report is being written by a 3<sup>rd</sup> Party planning consultant, the medium to long range views will be guided by them. After obtaining a full list, it is analysed and a plan for the taking of baseline photographs is put in place. **Note:** 3D modelling of the proposed scheme can, and usually is, commenced prior to the photographic site visit.

#### 3.2 High resolution Baseline Photography

Every baseline photograph is captured in raw settings using a high-resolution digital SLR camera. This allows for the maximum possible information to be retained in the digital file. It also avoids the file from being altered by any internal camera processing definitions, allowing us to retain the maximum control and fidelity on the end results.

The focal lengths used depend on the surrounding context and proximity to the desired area. We use high quality lenses with focal lengths that allow us to capture enough surrounding context without compromising quality and fidelity, by avoiding excessive barrelling, distortion or aberrations. All shots are taken horizontally with the use of a 50mm lens (where possible). Note: Although the 50mm focal length represents the perceived scale of the human eye, it does NOT represent the human field of view and therefore should not necessarily be used to show the proposed development in its context.

On site and back in the studio, each photo location is correctly recorded and marked as follows:

- The tripod location on site is paint marked and photographed in relation to existing elements. (Fig.1)
- The location of each photo is manually marked on a printed map while on site.
- The camera height is recorded.

Upon completion of the baseline photo site visit all photographs go through post processing back in the studio. The full set of photos along with a viewpoint location map are issued to the client for review and to choose the best shots that will demonstrate the visual impact that the proposed scheme may/may not have.

#### 3.3 Baseline Photo Surveying

When all baseline photos for the VVMs are chosen, each one is marked up in studio. The fixed reference points within each photo are coloured coded and all 'marked up' baseline photos are issued to our qualified topographical surveyor for surveying purposes.

The survey team records the camera/tripod position using GPS & Total Station to an accuracy of +-1cm Northing & Easting and to an accuracy of 2cm Elevation. The 'marked up' fixed reference points identified in each photo are then surveyed to establish exact orientation of the view and to verify the photomontage process.

#### 3.4 3D Modelling & Visualisation.

Modelling.

An accurate digital 3D model of the 'proposed' development is produced in Revit. This is carried out from a combination of the 3<sup>rd</sup> Party architectural, engineering and landscape drawings. All

proposed model information is contained in the one file and it is ALWAYS positioned relative to the existing survey information.

The 'marked up' fixed reference points which have been surveyed, are also modelled along with any other relevant survey information from the supplied topo survey drawing/s. As stated above, the proposed model and survey model information are geospatially positioned relative to one another. This is imperative to ensure the accurate positioning / camera matching of the proposed digital 3D model within each chosen photo.

#### Visualisation

Once the digital 3D Revit model is complete, our 3D visualisation team take over the project for the visualisation process. This involves the matching of textures, lighting conditions and asset population. This ensures that the 3D model is visually as close as possible to the intended future 'As Built' development. Software used for the visualisation process is called 3D Studio Max. This is accepted as the industry standard for architectural visualisation work and production of VVMs.

#### 3.5 Camera Matching / Rendering / Post Production

Following the completion the 3D visualisation process (but in some instances prior to this) the following methodology is applied in order for views to be verifiable.

##### Camera Matching

All of the information recorded at the time of the baseline photographic site visit, that is, camera co-ordinates, angle of view, and direction of view, is programmed into the virtual camera within our 3D software package of choice - 3D studio Max. Insertion of digital cameras within the software with matching attributes of the physical camera is carried out. This careful method ensures that the size, position and height, of the proposed development in each VVM is correct to an accuracy of 0.33% i.e. +/- 1mm on an A3 print.

##### Rendering

Following the camera matching and visualisation process the view is 'rendered' at high resolution and is superimposed onto its matching baseline photograph using Adobe Photoshop software. The mathematical accuracy is then double checked and verified by ensuring that existing 'marked up' fixed reference point features which were also rendered line up exactly in the photo.

##### Post Production

Next, the VVM specialist establishes, which existing features, such as buildings, landscape and trees, are in the foreground of the proposed development and those that are in the background, i.e. which features will mask the development and which ones will appear behind the development. When it is found that the development is not visible due to foreground features, its extremities will be indicated with a red outline.

#### 4. RESULTS

The resulting VVM having gone through this extensive procedure is an accurate and verifiable representation of the proposed development as viewed from the selected camera positions. This shows as closely as possible any future impact the proposed development may have on the surrounding environment and existing buildings, presenting a truly valuable tool for planning purposes.

## Appendix 2: Criteria for the Rating of Impact

The appropriate significance criteria for this landscape and visual appraisal (LVIA) are based on those given in the EPA 'Guidelines on the information to be contained in Environmental Impact Statements', 2002, (Section 5 Glossary of Impacts) and the DRAFT 'Guidelines on the information to be contained in Environmental Impact Assessment Reports' - Environmental Protection Agency (EPA), August 2017. For this LVIA they may be described as follows:

### Degree or magnitude of effects (significance)

**Imperceptible / Not Significant:** The development proposal is either distant or adequately screened by existing landform, vegetation or built environment.

**Slight Effects:** The development proposal forms only a small element in the overall panorama / field of view, or there is substantial intervening screening by the existing landform, topography and/or vegetation. The view or character of the landscape is noticeably changed but without affecting its sensitivities.

**Moderate Effects:** An appreciable segment of the existing view is affected by the proposed development or the development creates visual intrusion in the foreground. The view or the character of the landscape is altered but in a manner that is consistent with existing and emerging baseline trends.

**Significant Effects:** Effects which, by their character, magnitude, duration or intensity alter a sensitive aspect of the environment.

**Very Significant Effects:** Effects which, by their character, magnitude, duration or intensity alter most of a sensitive aspect of the environment.

**Profound Effects:** Effects which obliterate sensitive characteristics.

### Quality of effects

The quality of potential visual and landscape effects are assessed according to EPA guidelines as follows:

**Positive Effects:** Changes which improve the quality of the landscape/view.

**Neutral Effects:** Changes which do not affect the quality of the landscape/view.

**Negative Effects:** Changes which reduce the quality of the visual environment or adversely affect the character of the landscape.

### Duration of effects

Potential effects arising from a proposed development may also be considered in terms of duration as described in the EPA Guidelines:

**Temporary:** Effects lasting less than one year

**Short-term:** Effects lasting one to seven years

**Medium-term:** Effects lasting seven to fifteen years

**Long-term:** Effects lasting fifteen to sixty years

**Permanent:** Effects lasting over sixty years