GREEN FARM
ENVIRONMENTAL COLOUR ASSESSMENT

THIS REPORT HAS BEEN PRODUCED BY:
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CONTENTS

INTRODUCTION AND METHODOLOGY

1. INTRODUCTION AND METHODOLOGY

1.1. INTRODUCTION

1.1.1. A Environmental Colour assessment (ECA) has been undertaken by RSK ADAS Ltd on behalf of F C Jones & Co for the proposed development at Land at Green Farm Crump Oak Wood Lyonshall Kington Herefordshire. The requirement for a ECA was established during application discussions (Ref number P182726/F) with the Herefordshire Council (the Council). The methodology was agreed with the Council.

1.2. SCOPE

1.2.1. Undertake the ECA to inform the choice of external colour of the poultry unit buildings, with visual representations to communicate the outcomes.

1.3. OBJECTIVES

1.3.1. To produce a 'palette' of colours that will be used to inform and guide choices in relation to the introduction of colour on structures and associated hard and soft surfaces and materials within a particular environment.

1.3.2. Select the most appropriate colour for the poultry unit buildings from those available from the manufacturer that will most successfully integrate the buildings into their landscape setting and illustrate this using photomontages.

1.4. METHODOLOGY

GUIDANCE

1.4.1. The methodology used will take account of and is based upon recommendations given in:

- Environmental Colour Assessment, Technical Information Note 04/2018, by the Landscape Institute.
- TGN 06/19 Visual Representation of development proposals by the Landscape Institute.

PROCESS

1.4.2. The Natural Colour System (NCS) will be used throughout the ECA process. The ECA process used for this particular project will include the following stages:

Desk top study.

1.4.3. To gain an understanding of the landscape's natural, cultural and visual baseline. This reviewed existing Landscape Character Assessments and the Landscape and Visual Impact Assessment (LVIA) to determine how many developed palettes and locations are required. Two viewpoints from the LVIA (4 and 6) were used for the field study, as these are the locations where the proposed development would be most visible. The available colours of building materials were sourced from the manufacturer and were recorded and samples / colour charts collected for use in the field study.

Field study

1.4.4. During this stage the baseline colours from the two selected viewpoints were be collected, identified and recorded. The surveyor made informed judgements about which colours to collect. The range included dominant natural features, and colours which reflect notable social, cultural or economic influences. Best practice is to undertake this in the winter months as the landscape is at its most elemental and bare-boned, more clearly exposing its structure, underlying rocks and soils, patterns and forms. However given the time frames of this project these were undertaken in the summer. When carrying out the on-the-ground surveys, the NCS colour swatch was used to identify each of the relevant colours, and their specific NCS reference numbers are noted. Textures, patterns and other landscape characteristics and qualities are also noted where relevant.

Reporting.

1.4.5. Once the survey was complete, the various colour ranges and the dominant tonalities are established, using the NCS system. These were then analysed, synthesised, and arranged into representative palettes that reflect the area's character and qualities. A comparison between the colour palettes produced as part of the study and the available colours of the building materials was then undertaken. The most suitable available manufacturing colour that most successfully integrate the buildings into their landscape setting was selected. Light falling on a surface can substantially alter the perceived colour, making it appear both lighter and brighter in the landscape.

Visualisations.

1.4.6. A photomontage was produced. This demonstrates scale, location materials, and colours of the proposed development. These were produced from viewpoints 4 and 6 from the original LVIA to demonstrate the proposed development on day one installation and at 10 years to ascertain clearly the effect of the development to communicate the outcomes of the ECA report. It is noted that colour matching printed and screen output is notoriously difficult. It is dependent on such a large number of variables, such as individual monitor setup, printer profiles and inks, that an exact colour matched printed output will not be provided as part of this project. RAL colours will be converted to an equivalent CMYK colour profile for the production of the digital photomontages.

COLOUR PALETTES

2. COLOUR PALETTES

2.1. VIEWPOINT 4

NCS S 3030-Y

NCS S 4030-Y10R

NCS S 6020-G

NCS S 1060-G50Y

NCS S 4020-G50Y

NCS S 2020-G90Y

2.2. VIEWPOINT 6

NCS S 4020-Y30R

NCS S 4020-Y90R

NCS S 7020-G10Y

NCS S 1070-G40Y

NCS S 3560-G50Y

COLOUR COMPARISON

3. COLOUR COMPARISON

3.1. AVAILABLE COLOURS

3.1.1. The manufacturer of the agricultural buildings confirmed that they come in the colours shown below along with their British Standard number.

3.1.2. Samples of each colour were taken to site for analysis and an draft photomontage using Viewpoint 6 has been produced using each colour to give an indication of how the colour would sit in the landscape.

3.1.3. Following this exercise ‘Olive green’ was selected as the most suitable colour for the proposed development.

BS 08-B-29 (Vandyke brown)

BS 10-A-05 (Goosewing grey)

BS 12-B-27 (Olive green)

BS 12-B-29 (Juniper green)

BS 18-B-25 (Merlin grey)

BS 18-B-29 (Slate blue)

BS 08-B-29 (Vandyke brown)

BS 10-A-05 (Goosewing grey)

BS 12-B-27 (Olive green)

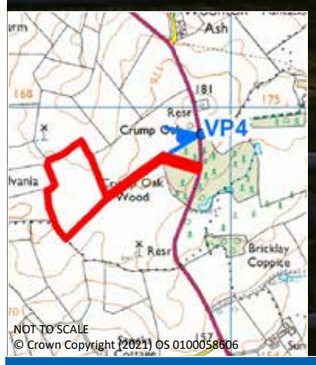
BS 12-B-29 (Juniper green)

BS 18-B-25 (Merlin grey)

BS 18-B-29 (Slate blue)

VISUALISATIONS

Approximate extent of site



EXISTING VIEW
VIEW FLAT AT A COMFORTABLE ARM'S LENGTH

Viewpoint 4: View from the junction between A480 and footpath PM57

Project: Green Farm
Figure number: 1050185-JON0169-GRE-LP-001
Issue: 01
Date of issue: 30/03/2021

Grid reference: 334877, 253901
Altitude (AOD): 176m
Camera height above ground level: 1.6m
Distance from site boundary: 424m
Conditions: Cloudy

Date: 29/09/2020
Time: 15:00
Camera: Canon 6D (Full frame sensor)
Lens: Canon EF 50 mm
Equipment: Pano head and leveller

Horizontal field of view: 84°
Paper size: A3 (420mm x 297mm)
Image size: 390mm x 260mm
Projection: Planar
Enlargement factor: 100% at A3

ADAS

Approximate extent of site

Notes

This photomontage illustrates location, size and degree of visibility of proposal. The photomontage provides an outline of the proposal overlaid onto the original photograph. It aims to provide an impression of the proposed development subject to the limitations of those photographic, IT and printing technologies used in this production. This photomontage visualization has been produced using current best practice methodology.

How To Use This Visualization

This visualization is a tool for assessment and is best used for comparison in the field from the viewpoint location noted. It cannot be considered a substitute for visiting the viewpoint location.

VISUALIZATION (TYPE 3) - PROPOSED
PHOTOMONTAGE VIEW AT YEAR 0
VIEW FLAT AT A COMFORTABLE ARM'S LENGTH

Viewpoint 4: View from the junction between A480 and footpath PM57

Project: Green Farm
Figure number: 1050185-JON0169-GRE-LP-002
Issue: 01
Date of issue: 30/03/2021

Grid reference: 334877, 253901
Altitude (AOD): 176m
Camera height above ground level: 1.6m
Distance from site boundary: 424m
Conditions: Cloudy

Date: 29/09/2020
Time: 15:00
Camera: Canon 6D (Full frame sensor)
Lens: Canon EF 50 mm
Equipment: Pano head and leveller

Horizontal field of view: 84°
Paper size: A3 (420mm x 297mm)
Image size: 390mm x 260mm
Projection: Planar
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ADAS

Approximate extent of site

Notes

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How To Use This Visualization

This visualization is a tool for assessment and is best used for comparison in the field from the viewpoint location noted. It cannot be considered a substitute for visiting the viewpoint location.

VISUALIZATION (TYPE 3) - PROPOSED PHOTOMONTAGE VIEW AT YEAR 15 WITH MITIGATION VIEW FLAT AT A COMFORTABLE ARM'S LENGTH

Viewpoint 4: View from the junction between A480 and footpath PM57

Project: Green Farm
Figure number: 1050185-JON0169-GRE-LP-003
Issue: 01
Date of issue: 30/03/2021

Grid reference: 334877, 253901
Altitude (AOD): 176m
Camera height above ground level: 1.6m
Distance from site boundary: 424m
Conditions: Cloudy

Date: 29/09/2020
Time: 15:00
Camera: Canon 6D (Full frame sensor)
Lens: Canon EF 50 mm
Equipment: Pano head and leveller

Horizontal field of view: 84°
Paper size: A3 (420mm x 297mm)
Image size: 390mm x 260mm
Projection: Planar
Enlargement factor: 100% at A3

ADAS

Approximate extent of site
(not including access road)

EXISTING VIEW
VIEW FLAT AT A COMFORTABLE ARM'S LENGTH

Viewpoint 6: View from the unclassified road west of the site.

Project: Green Farm
Figure number: 1050185-JON0169-GRE-LP-004
Issue: 01
Date of issue: 30/03/2021

Grid reference: 333858, 254128
Altitude (AOD): 190m
Camera height above ground level: 1.6m
Distance from site boundary: 558m
Conditions: Cloudy

Date: 29/09/2020
Time: 15:15
Camera: Canon 6D (Full frame sensor)
Lens: Canon EF 50 mm
Equipment: Pano head and leveller

Horizontal field of view: 84°
Paper size: A3 (420mm x 297mm)
Image size: 390mm x 260mm
Projection: Planar
Enlargement factor: 100% at A3

ADAS

Approximate extent of site
(not including access road)

Notes

This photomontage illustrates location, size and degree of visibility of proposal. The photomontage provides an outline of the proposal overlaid onto the original photograph. It aims to provide an impression of the proposed development subject to the limitations of those photographic, IT and printing technologies used in this production. This photomontage visualization has been produced using current best practice methodology.

How To Use This Visualization

This visualization is a tool for assessment and is best used for comparison in the field from the viewpoint location noted. It cannot be considered a substitute for visiting the viewpoint location.

VISUALIZATION (TYPE 3) - PROPOSED
PHOTOMONTAGE VIEW AT YEAR 0
VIEW FLAT AT A COMFORTABLE ARM'S LENGTH

Viewpoint 6: View from the unclassified road west of the site.

Project: Green Farm
Figure number: 1050185-JON0169-GRE-LP-005
Issue: 01
Date of issue: 30/03/2021

Grid reference: 333858, 254128
Altitude (AOD): 190m
Camera height above ground level: 1.6m
Distance from site boundary: 558m
Conditions: Cloudy

Date: 29/09/2020
Time: 15:15
Camera: Canon 6D (Full frame sensor)
Lens: Canon EF 50 mm
Equipment: Pano head and leveller

Horizontal field of view: 84°
Paper size: A3 (420mm x 297mm)
Image size: 390mm x 260mm
Projection: Planar
Enlargement factor: 100% at A3

ADAS

Approximate extent of site
(not including access road)

NOT TO SCALE

Notes
This photomontage illustrates location, size and degree of visibility of proposal. The photomontage provides an outline of the proposal overlaid onto the original photograph. It aims to provide an impression of the proposed development subject to the limitations of those photographic, IT and printing technologies used in this production. This photomontage visualization has been produced using current best practice methodology.

How To Use This Visualization
This visualization is a tool for assessment and is best used for comparison in the field from the viewpoint location noted. It cannot be considered a substitute for visiting the viewpoint location.

VISUALIZATION (TYPE 3) - PROPOSED PHOTOMONTAGE VIEW AT YEAR 15 WITH MITIGATION VIEW FLAT AT A COMFORTABLE ARM'S LENGTH

Viewpoint 6: View from the unclassified road west of the site.

Project: Green Farm
Figure number: 1050185-JON0169-GRE-LP-006
Issue: 01
Date of issue: 30/03/2021

Grid reference: 333858, 254128
Altitude (AOD): 190m
Camera height above ground level: 1.6m
Distance from site boundary: 558m
Conditions: Cloudy

Date: 29/09/2020
Time: 15:15
Camera: Canon 6D (Full frame sensor)
Lens: Canon EF 50 mm
Equipment: Pano head and leveller

Horizontal field of view: 84°
Paper size: A3 (420mm x 297mm)
Image size: 390mm x 260mm
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