

# Verified Views (AVR's). 5 reasons why they matter



## Planning policy compliance & reduced risk of refusal

AVRs produced to the correct methodology (such as the Landscape Institute's visual representation of development guidelines) give planning authorities the verified images they expect. A photo-montage or wire line view produced to the right technical standard significantly reduces the risk of an application being refused or delayed on the grounds of insufficient visual information saving clients time and money



## Defensible evidence at appeal

When a planning application goes to appeal, AVRs carry weight as expert evidence. The camera positions, lens data and survey control points are all documented and reproducible. An inspector can trust what they are seeing, making it far harder for objectors to challenge the accuracy of the visual case.



## Honest assessment of visual impact

Unlike pure CGI renders, which can be manipulated through lens choice, lighting or framing, a properly produced AVR is anchored to real photography and survey data. This gives planning committees and the public confidence that they are seeing a truthful representation, which builds credibility for the applicant rather than undermining it.



## Communication across all audiences

Technical drawings and reports are inaccessible to most members of the public, local councillors and community groups. An AVR bridges that gap, showing **exactly** how a proposed building, infrastructure project or landscape change will look from specific, agreed viewpoints. This transparency can reduce objections early in the process and support meaningful public consultation.



## Supporting LVIA, heritage and GLVIA3 assessments

AVRs are an essential deliverable within Landscape and Visual Impact Assessments (LVIAs), particularly on major infrastructure, energy and residential schemes assessed under GLVIA3. For heritage settings where Historic England requires verified views to assess harm to listed buildings or conservation areas, a specialist who can produce technically rigorous, peer-reviewable outputs is not a luxury but a requirement.



## How we can help:

CGEye is a specialist in producing verified views for planning applications and appeals. For the last 20 years we have been working with developers, landscape architects and Heritage Consultants to deliver high quality visuals. Our service encompasses:

- 3D modelling and setup.
- Site photography and liaison with surveyors.
- Full production of Type 4 verified views in wire line, massing or full-rendered detail.
- Housing and infrastructure projects
- Landscape mitigation shown at a variety of growth stages – 1 year, 5 year, 15 year.
- Full methodology documentation with technical data to support the application or appeal.



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