

Visual Impact Assessment

Campbell's Stores, Sydney Harbour

BACKGROUND

This document was prepared by Virtual Ideas to describe the processes used to create the visual impact photomontages and illustrate the accuracy of the results.

Virtual Ideas is a highly experienced 3D visualisation company which commonly prepares material for court use, and is familiar with the court requirements to provide 3D visualisation media that will communicate the design and visual impact. Our methodologies and results have been inspected by various court appointed experts in a variety of cases and have always been found to be accurate and acceptable.

OVERVIEW

The general process in creating accurate photomontage renderings involves the creation of an accurate, real world scale digital 3D model. We then take site photographs and place cameras in the 3D model that match the real world position that the photographs were taken on site.

By matching the real world camera lens properties to the camera properties in our software, and rotating the camera so that surveyed points in 3D space align with the corresponding points on the photograph, we can create a rendering that is correct in terms of position, scale, rotation, and perspective. The rendering can then be superimposed into the real photo to generate an image that represents accurate form and visual impact.

The following photomontages have been prepared in respect of Land and Environment Court proceeding no. 10884/14 in accordance with the Land and Environment Court's practice directions.

DESCRIPTION OF COLLECTED DATA

To create the 3D model and establish accurate reference points for alignment to the photography, a variety of information was collected. This includes the following:

- 1) Architectural design of new building
 - Created by: Johnson Pilton Walker
 - Format: DWG model
- 2) Surveyed data (Appendix A)
 - Created by: Scott Deveridge, Director/Registered Land Surveyor|Project Surveyors
 - Format: DWG file
- 3) Site photography
 - Created by: Virtual Ideas (VI Photos)
 - Format: JPEG file

METHODOLOGY

Site Photography

Site photography was taken from predetermined positions as instructed by JPW Architects and confirmed by Jennifer Calzini (Urbis). All photographs were taken using a NIKON D810 digital camera, using a 24mm lens. The positions of the photographs were surveyed and then added into the existing site survey.

3D model

Using the imported surveyed data into our 3D software (3DS Max), we then imported supplied 3D model of the proposed building.

Alignment

The positions of the real world photography were located in the 3D scene. Cameras were then created in the 3D model to match the locations and height of where the photographs were taken from, and aligned in rotation so that the points of the 3D model aligned with their corresponding objects that are visible in the photograph.

Renderings of the building with realistic textures and lighting were then created from the aligned 3D cameras and montaged into the existing photography at the same location. This produces an accurate representation of the scale and position of the new design relative to the existing built form.

In conclusion, it is my opinion as an experienced, professional 3D architectural and landscape renderer that the images provided accurately portray the level of visibility and impact of the built form.

Opinions expressed in this verification report are made with regard to Division 2 of Part 31 of the Uniform Civil Procedure Rules and the Expert Witness Codes of Conduct in Schedule 7 of the Uniform Civil Procedure Rules, which I have read and agree to be bound by.

Yours sincerely
Grant Kolln



CV OF GRANT KOLLN, DIRECTOR OF VIRTUAL IDEAS

Personal Details

Name: Grant Kolln
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 Company Address: Suite 71, 61 Marlborough St, Surry Hills, NSW, 2010
 Phone Number: 02 8399 0222

Relevant Experience

2003 - 2015 Director of 3D visualisation studio Virtual Ideas. During this time I have worked on many visual impact studies for legal proceedings in various different types of industries including architectural, industrial, mining, landscaping, and several large public works projects. This experience has enables us to create highly accurate methodologies for the creation of our visual impact media and report creation.

1999 - 2001 Project manager for global SAP infrastructure implementation - Ericsson, Sweden

1999 - 1999 IT consultant - Sci-Fi Channel, London

1994 - 1999 Architectural Technician, Thomson Adsett Architect, Brisbane QLD.

Relevant Education / Qualifications

1997 Advanced Diploma in Architectural Technology. Southbank TAFE, Brisbane, QLD

Key Map - Camera Positions



Original photograph



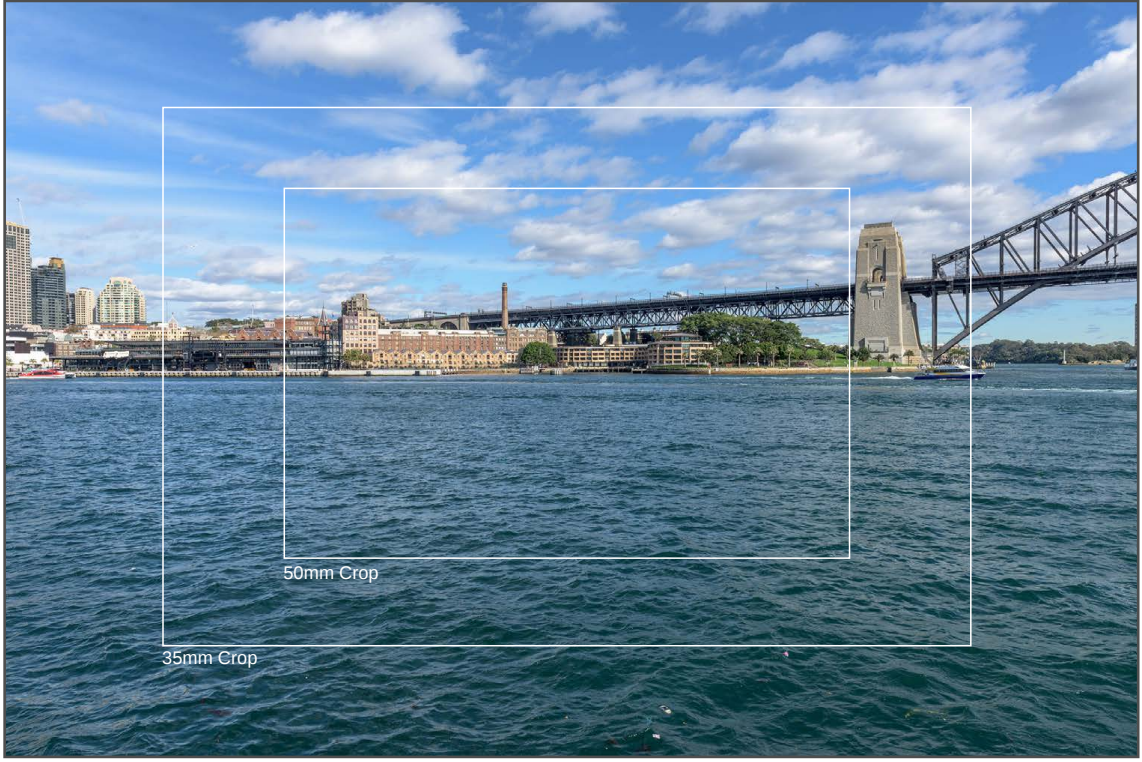
Photomontage of proposed



Alignment lines



Photomontage with Cropmarks





Original photograph



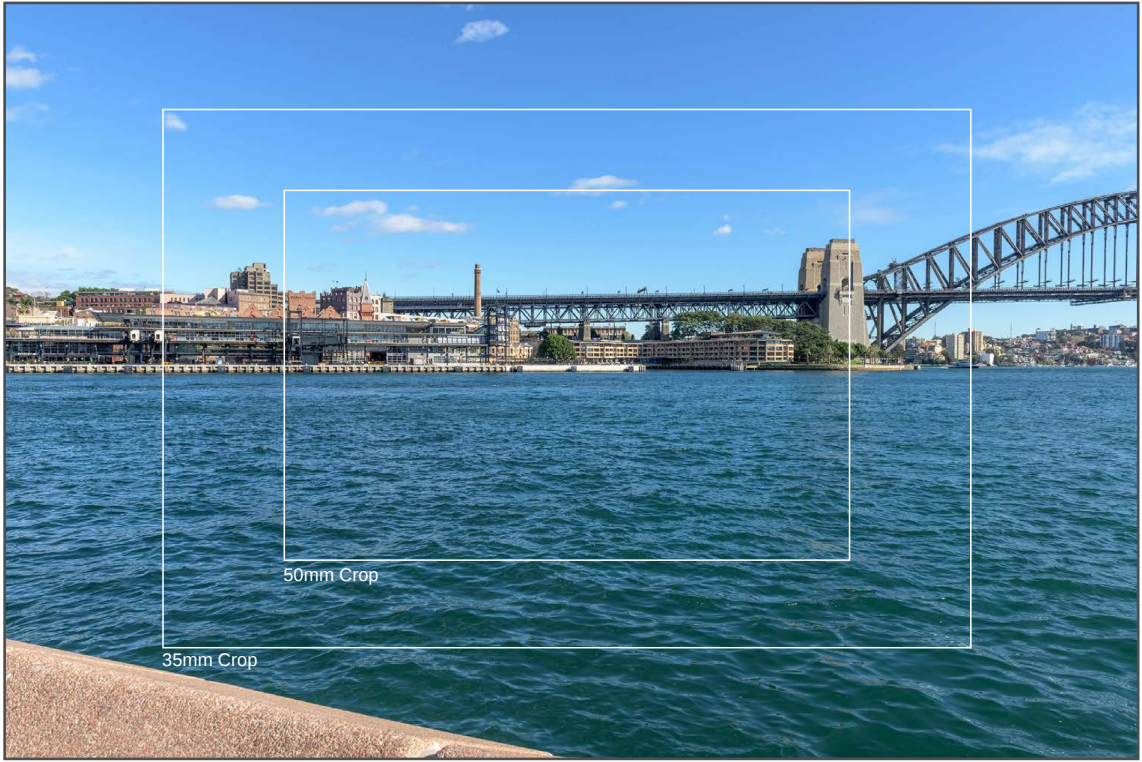
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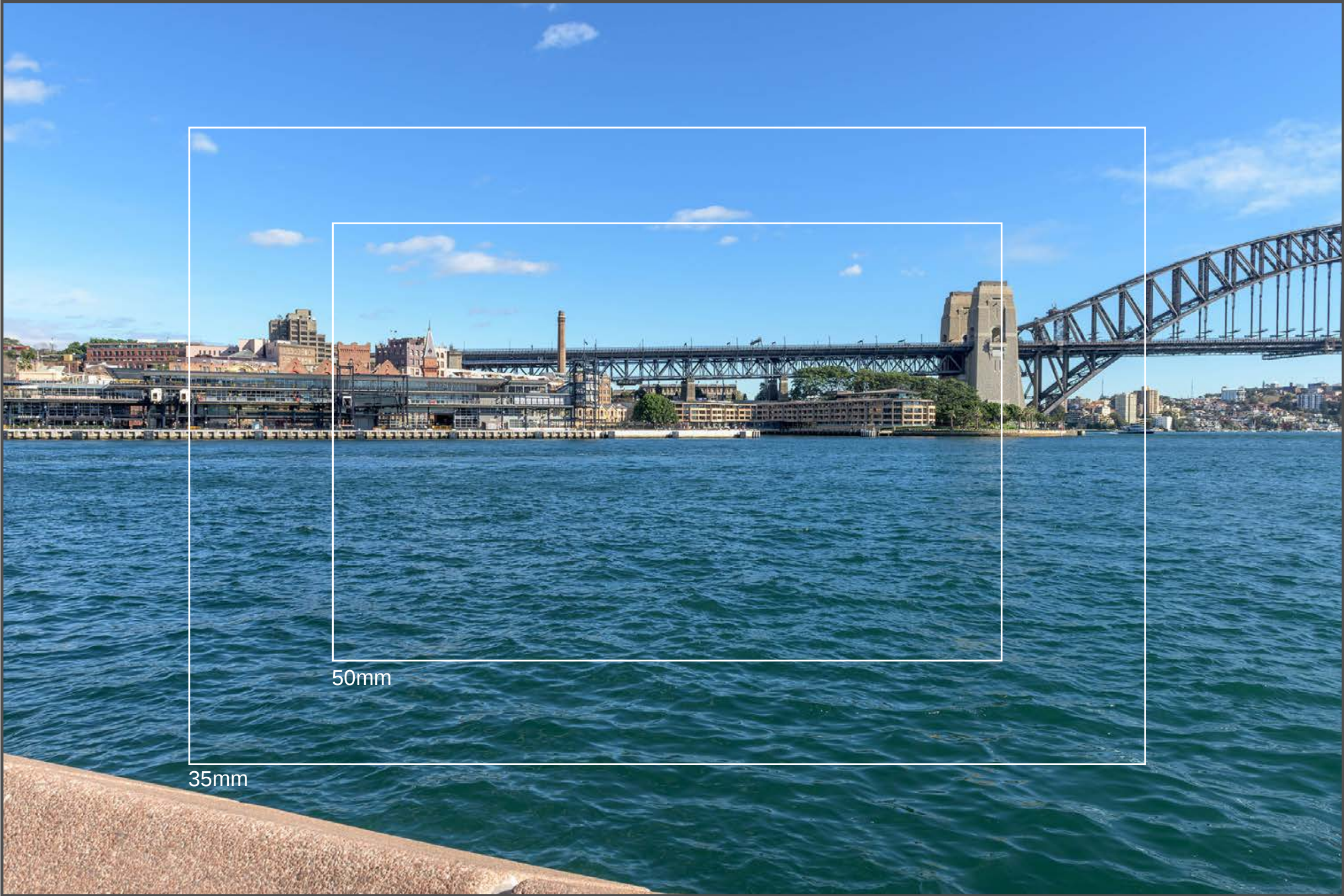


Alignment lines



Photomontage with Cropmarks





Original photograph



Photomontage of proposed



Alignment lines

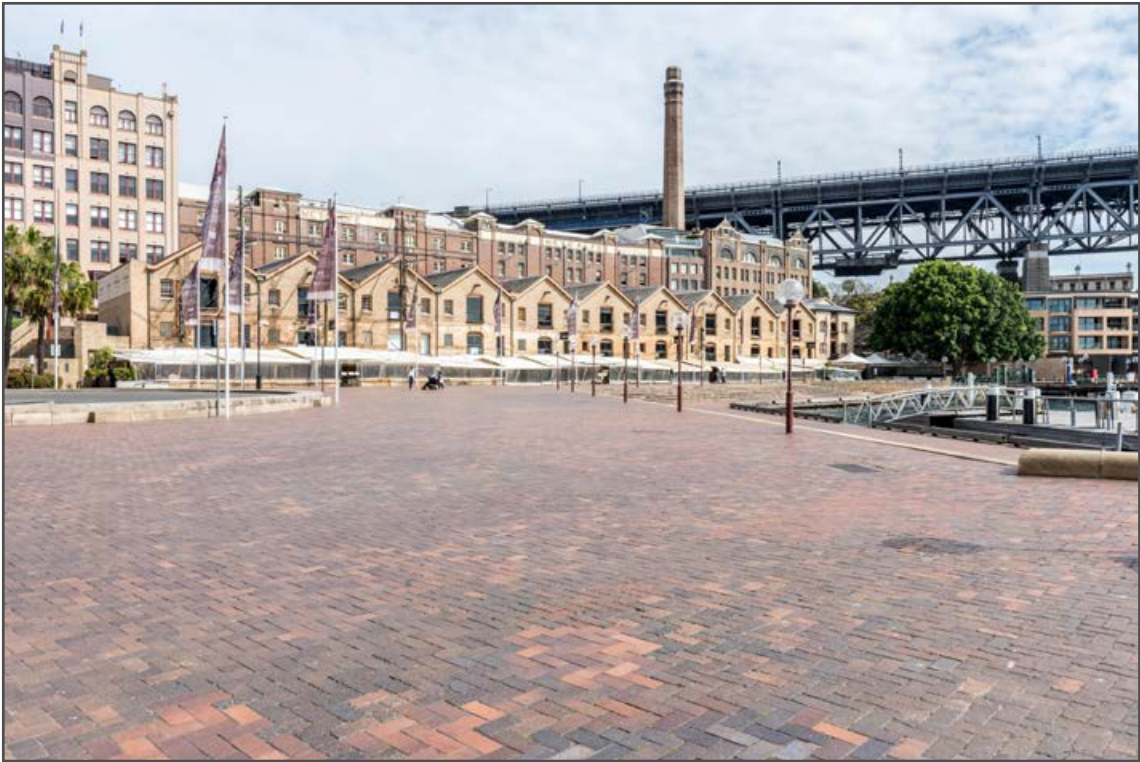


Photomontage with Cropmarks

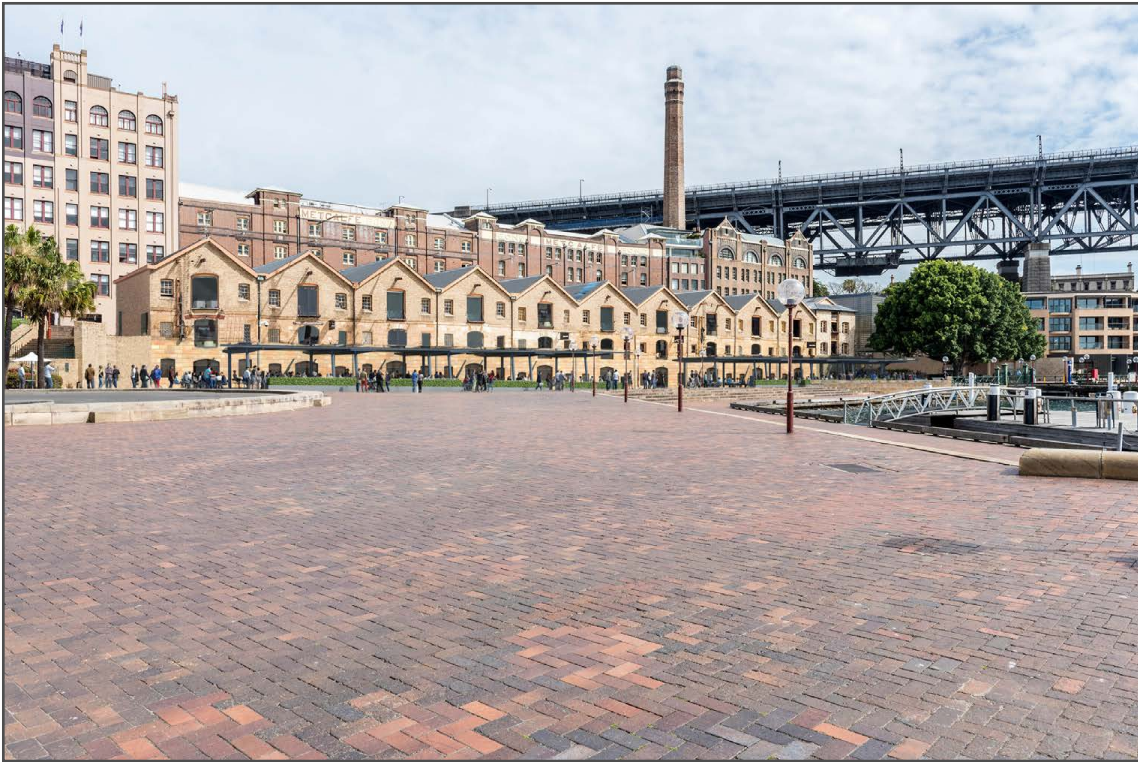




Original photograph



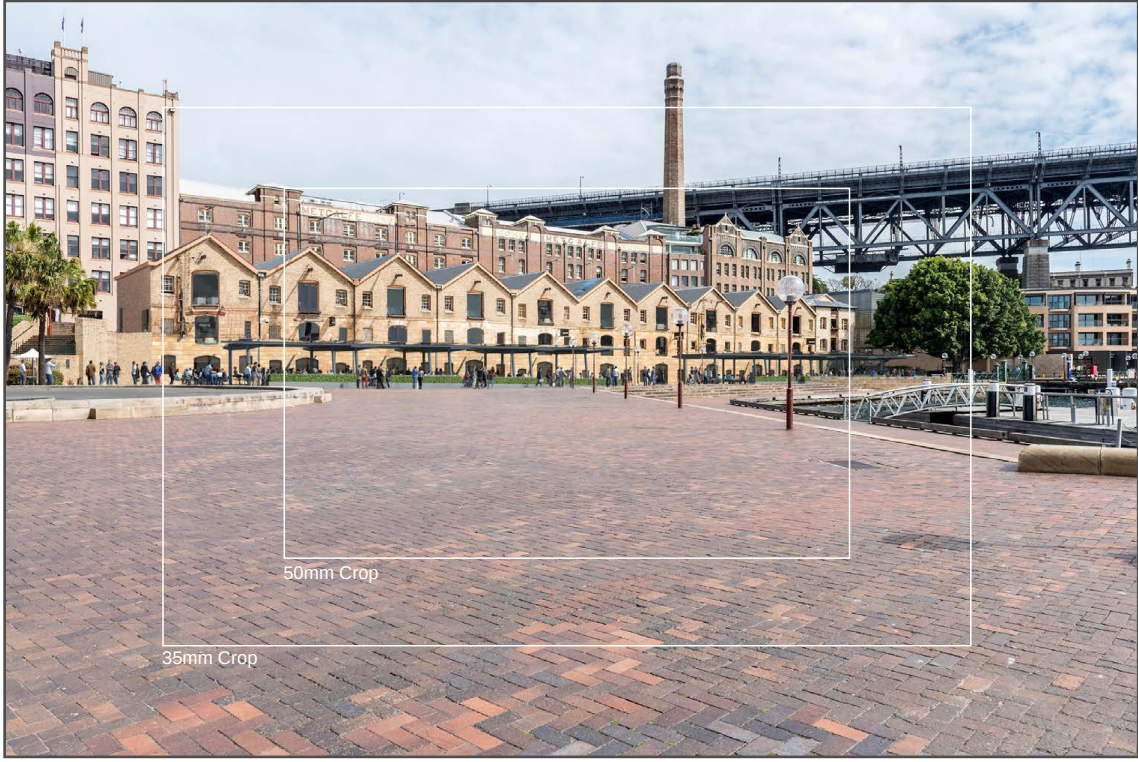
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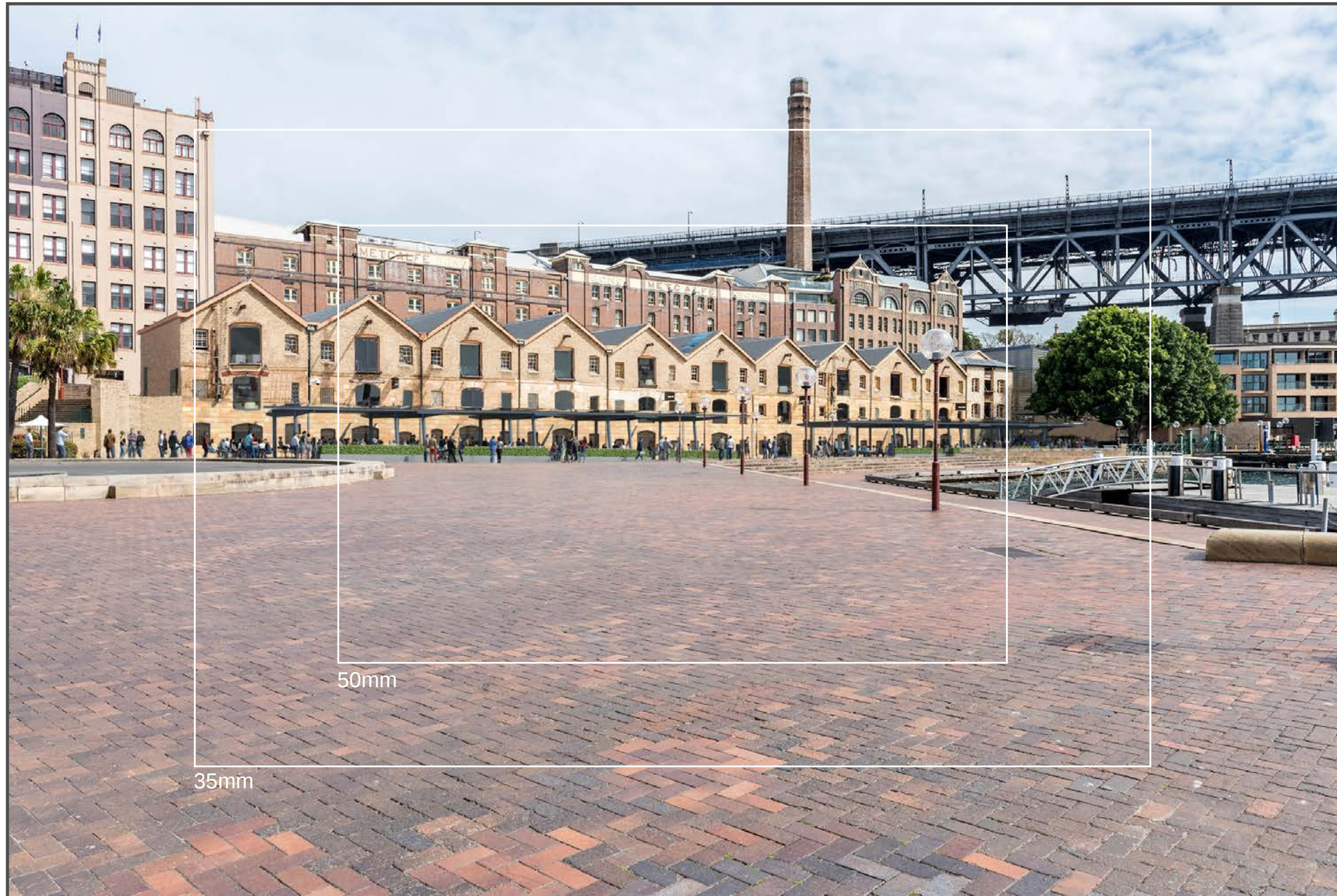


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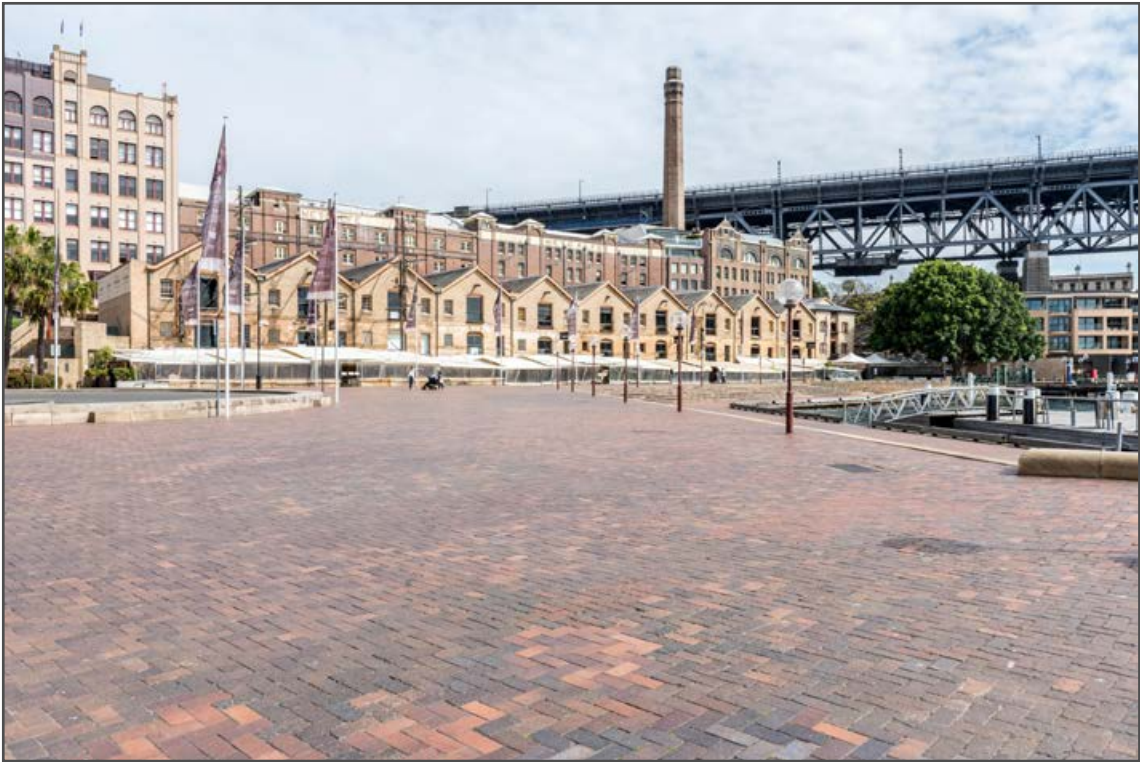


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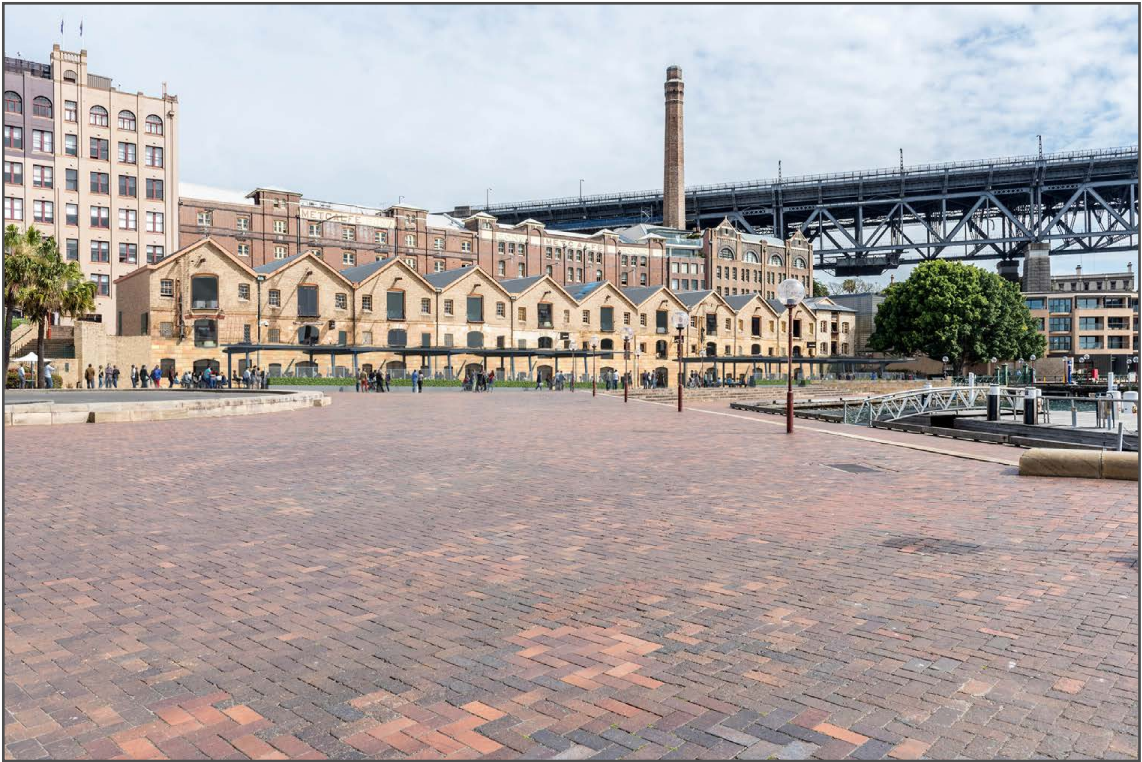




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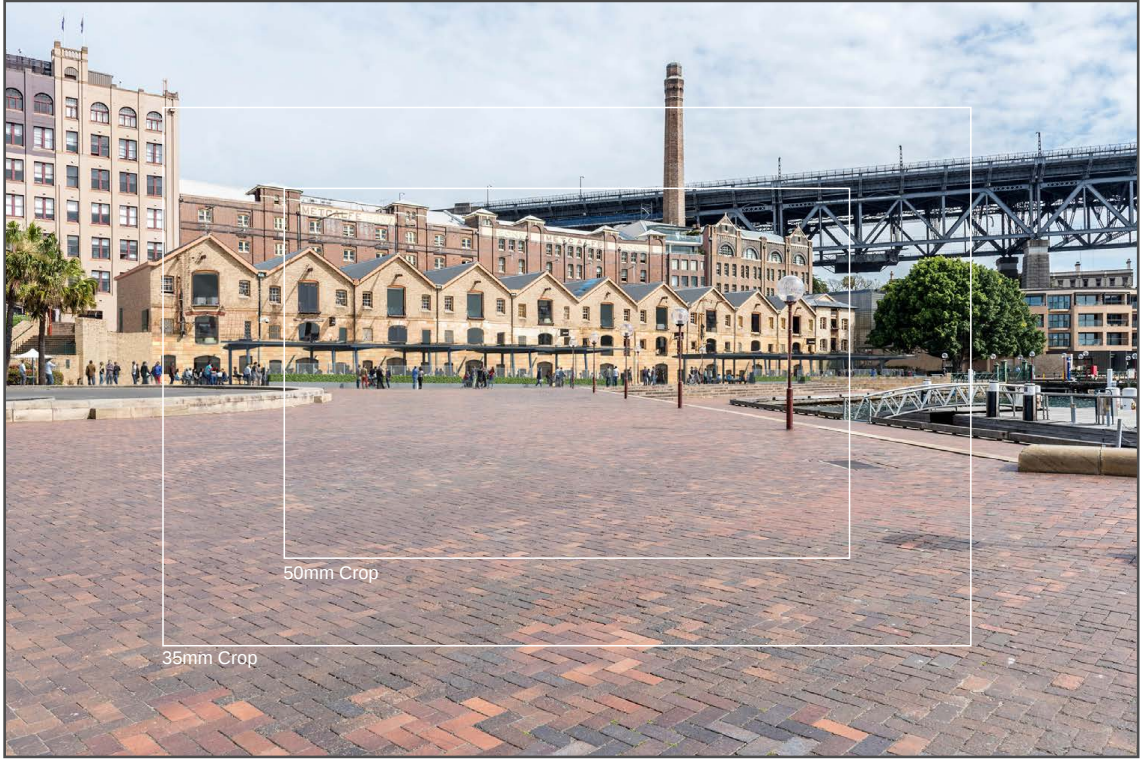
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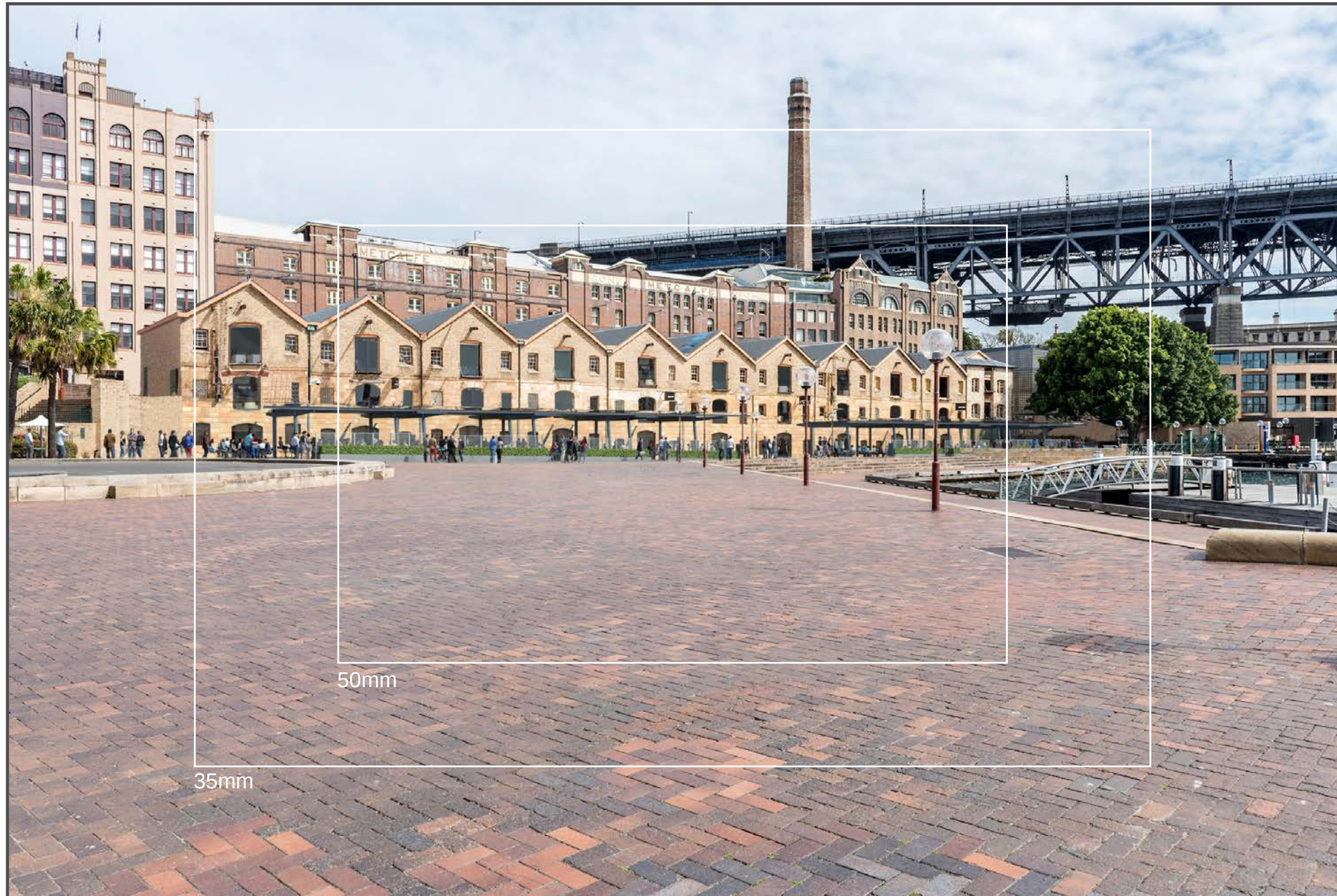


Alignment lines

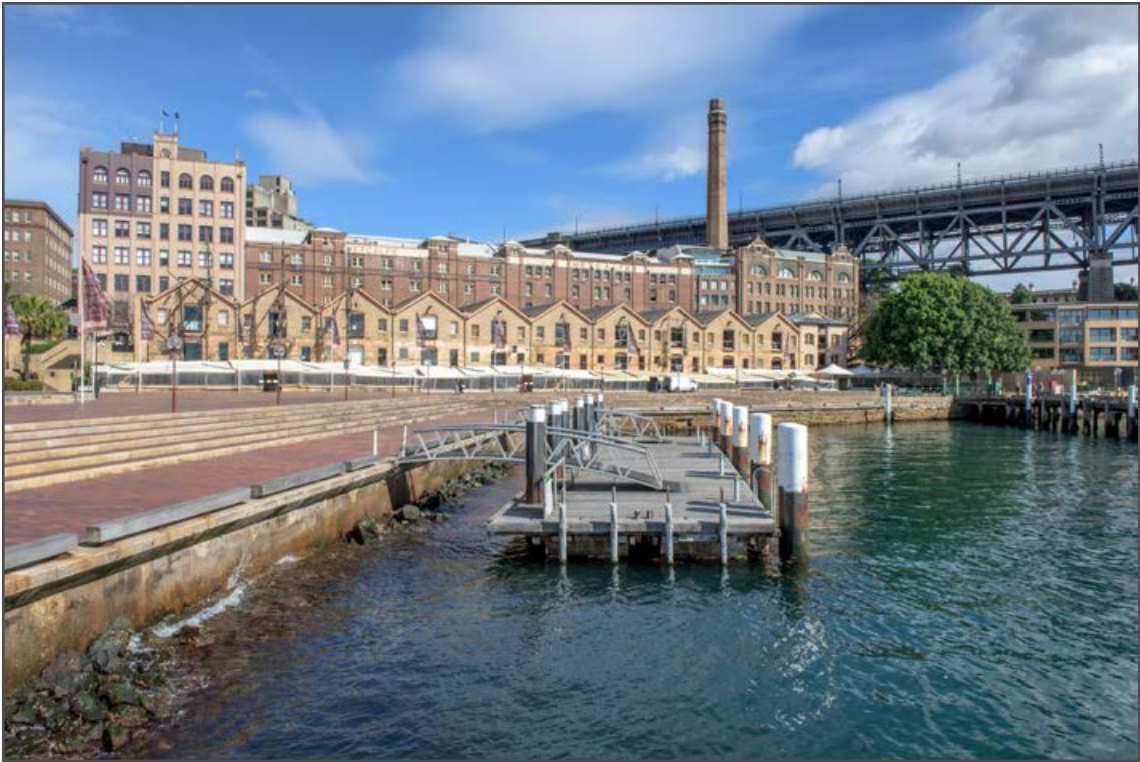


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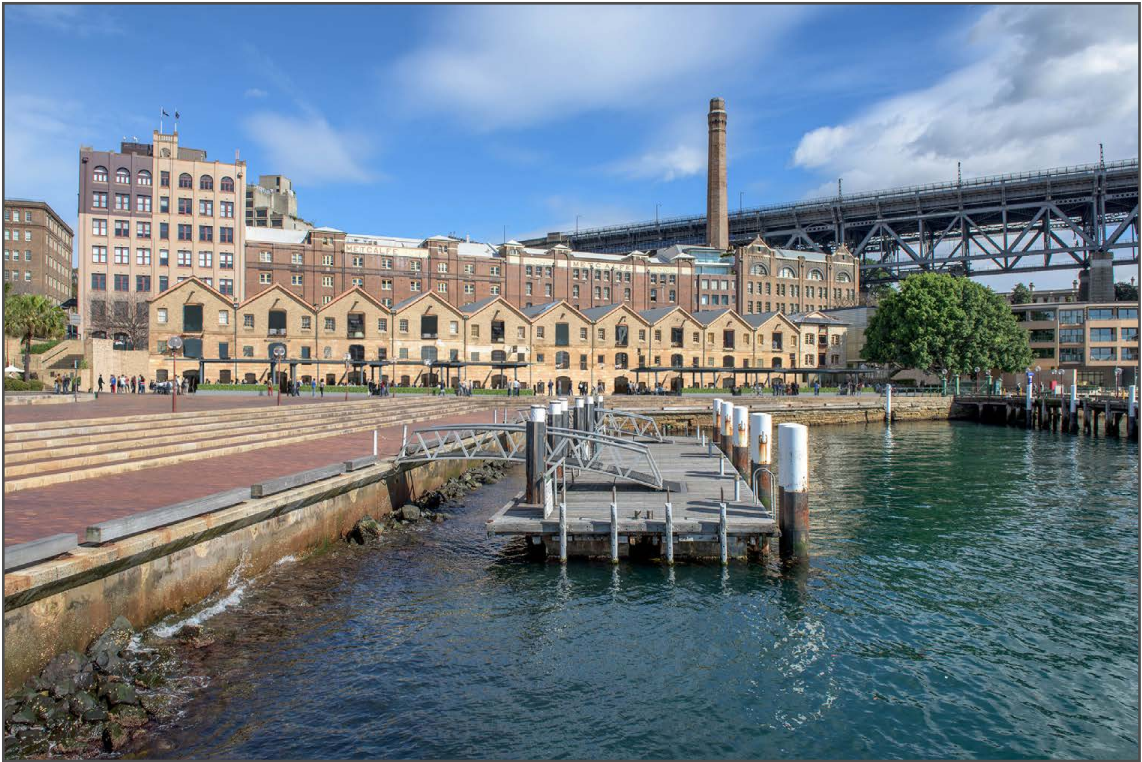




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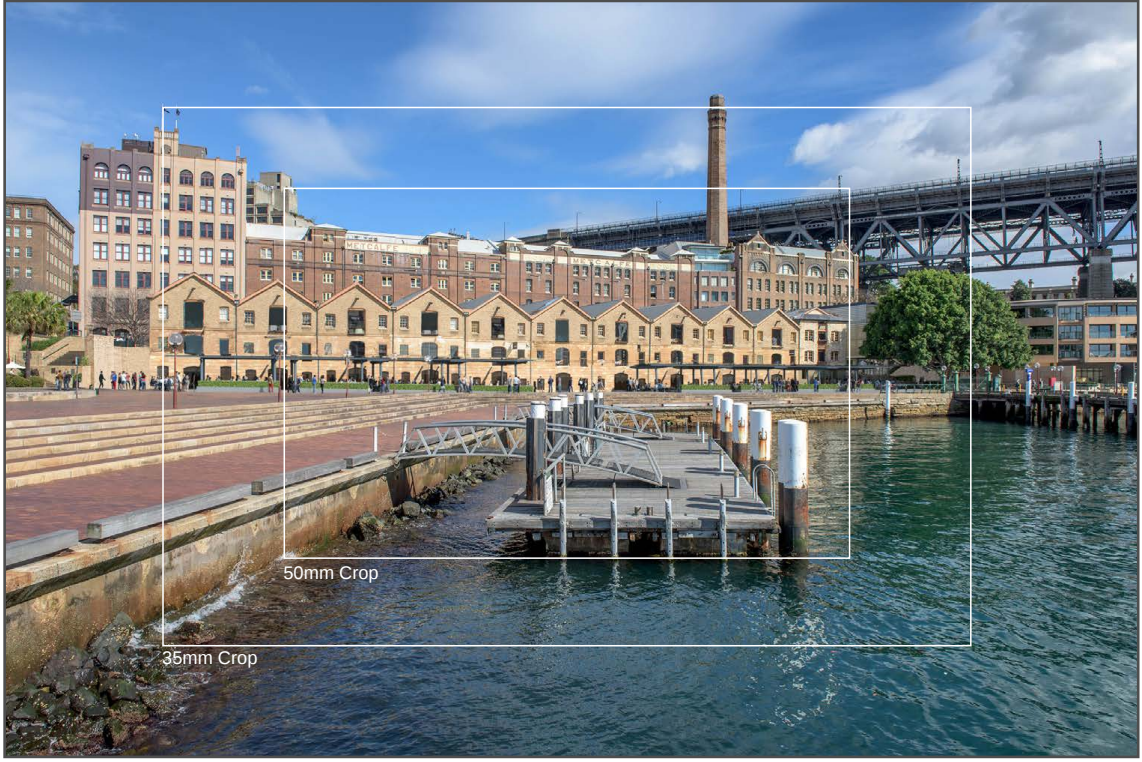
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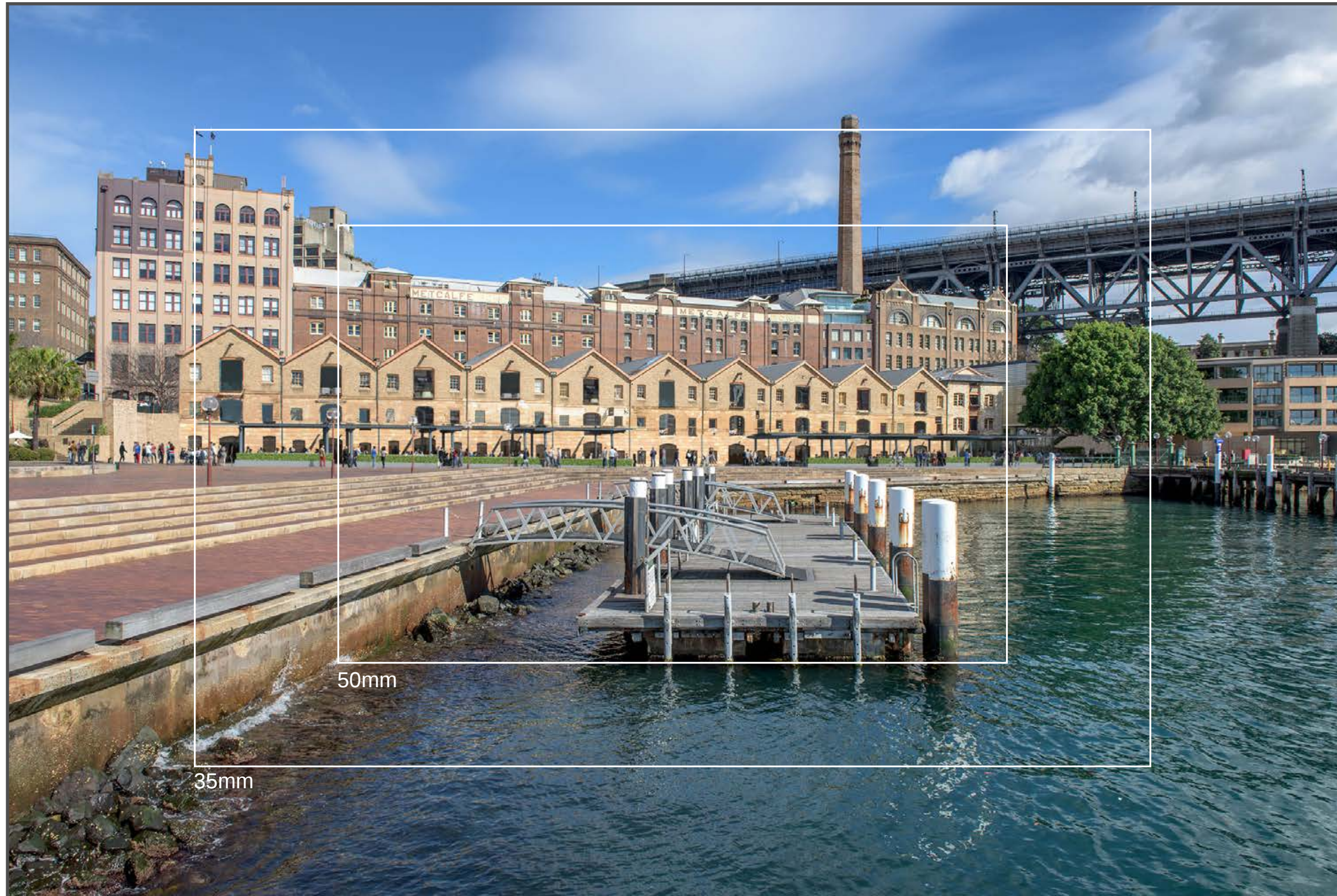


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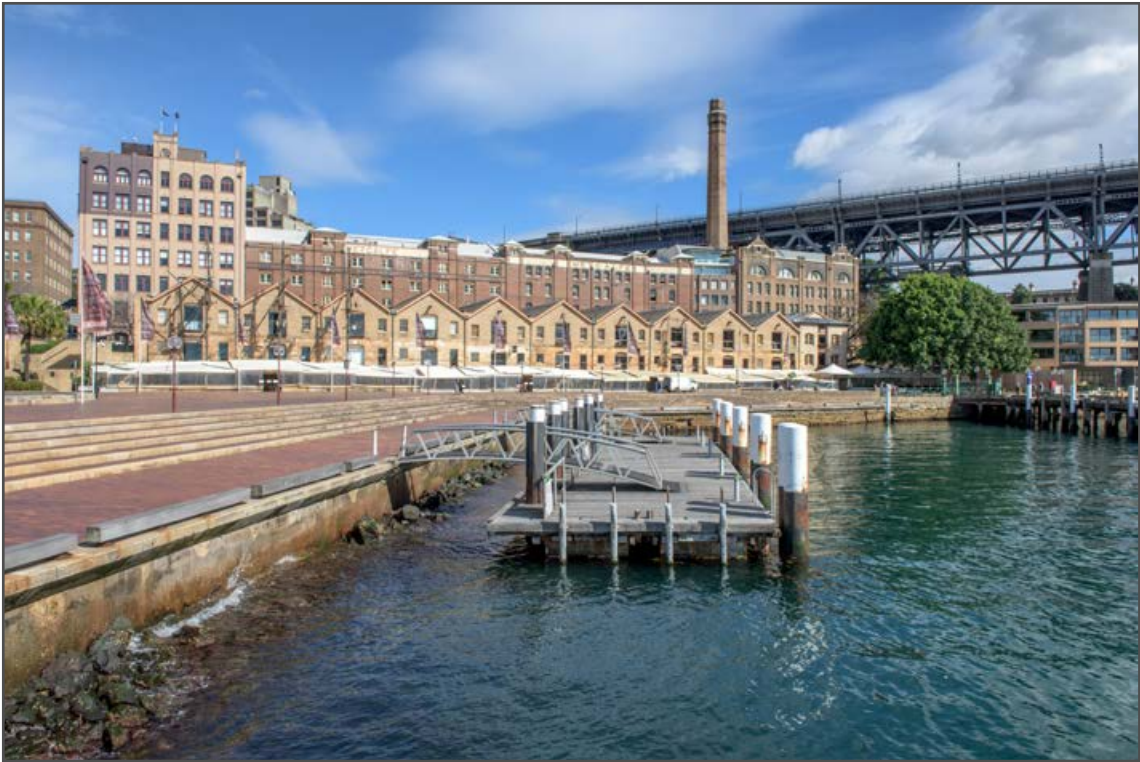


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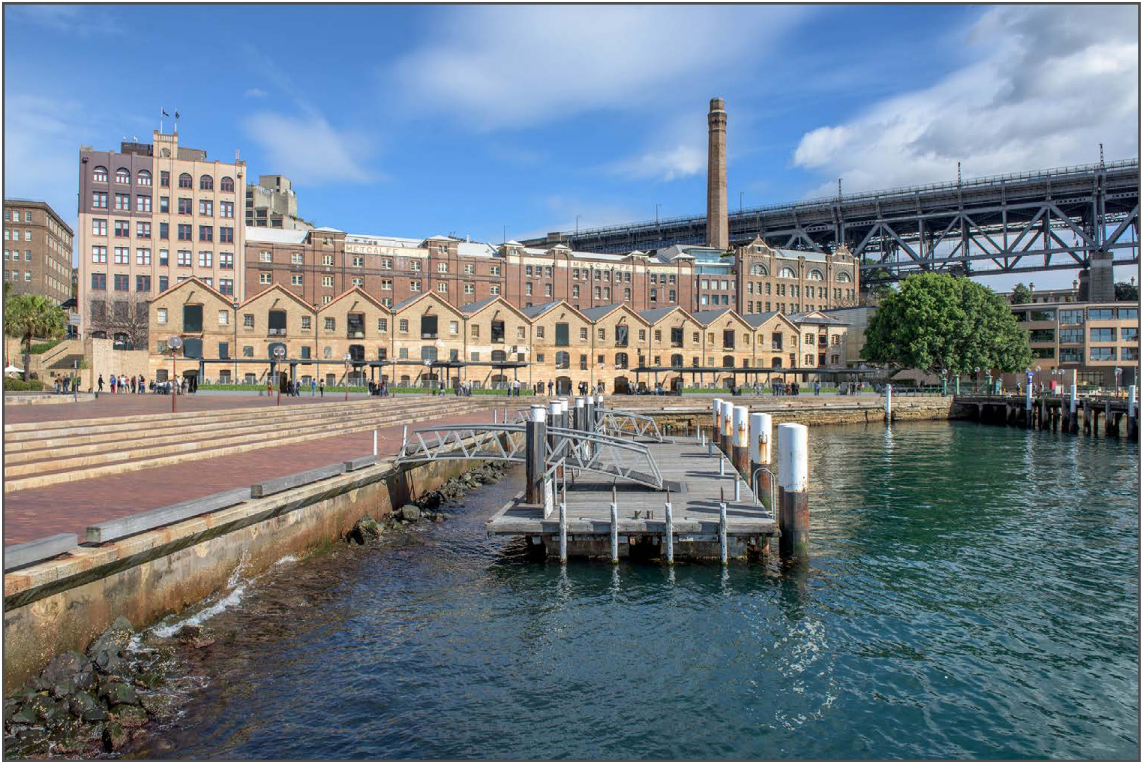




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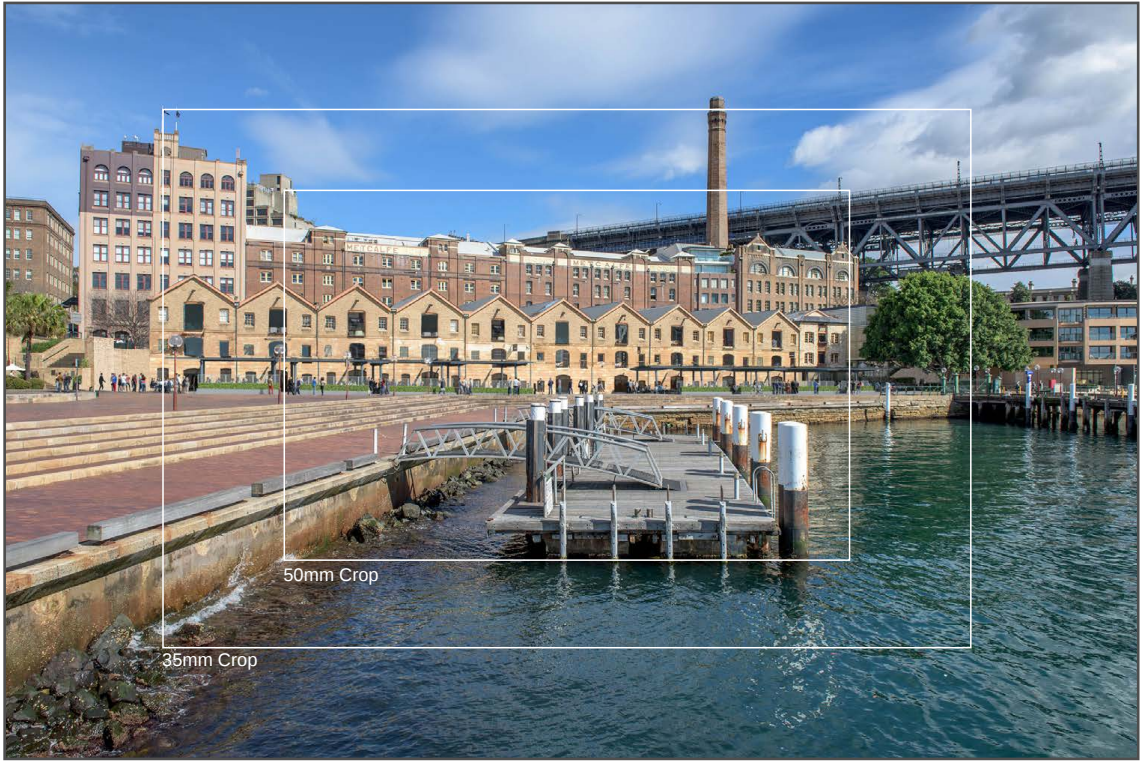
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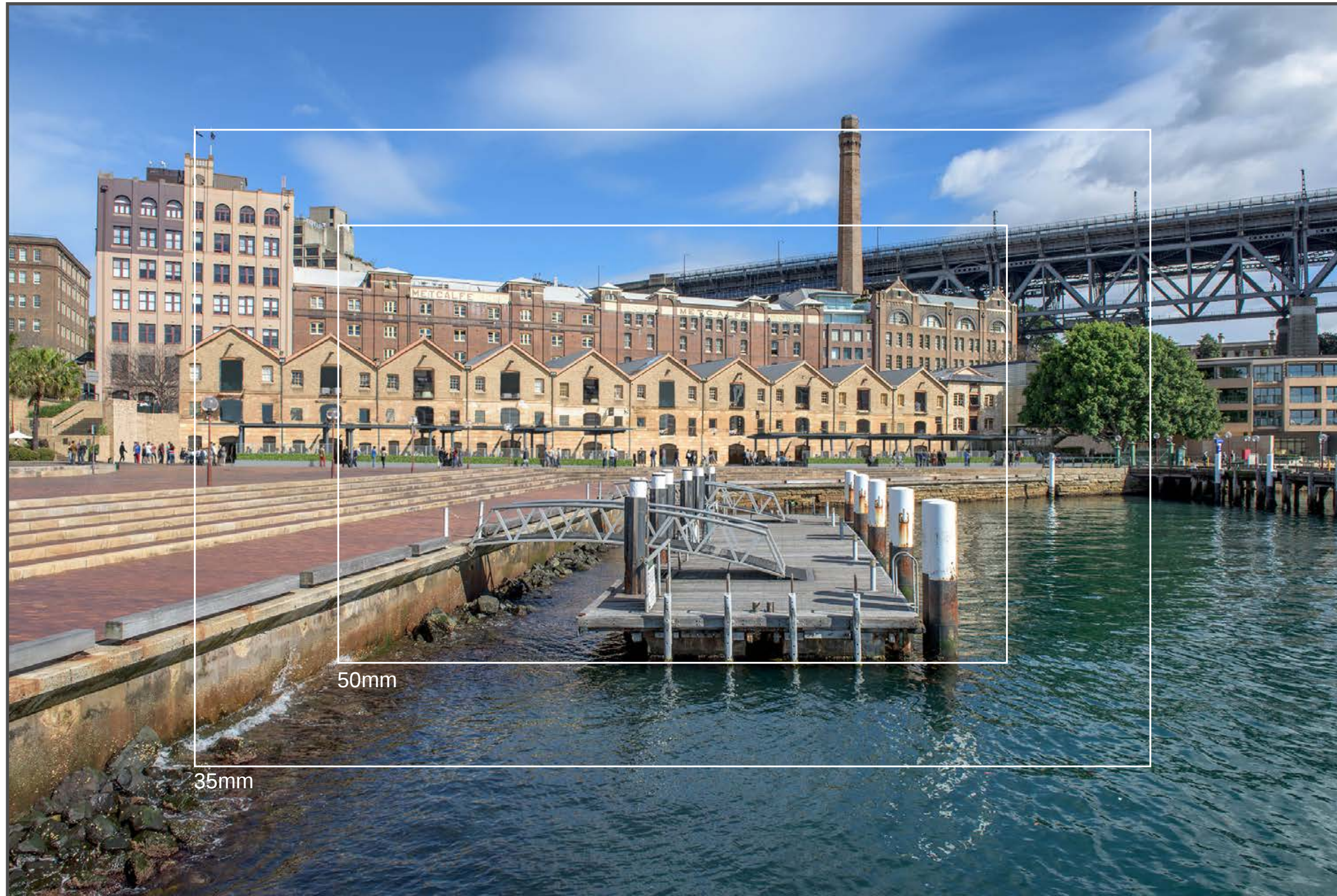


Alignment lines



Photomontage with Cropmarks





Original photograph



Photomontage of proposed



Alignment lines



Photomontage with Cropmarks





Original photograph



Photomontage of proposed



Alignment lines



Photomontage with Cropmarks





Original photograph



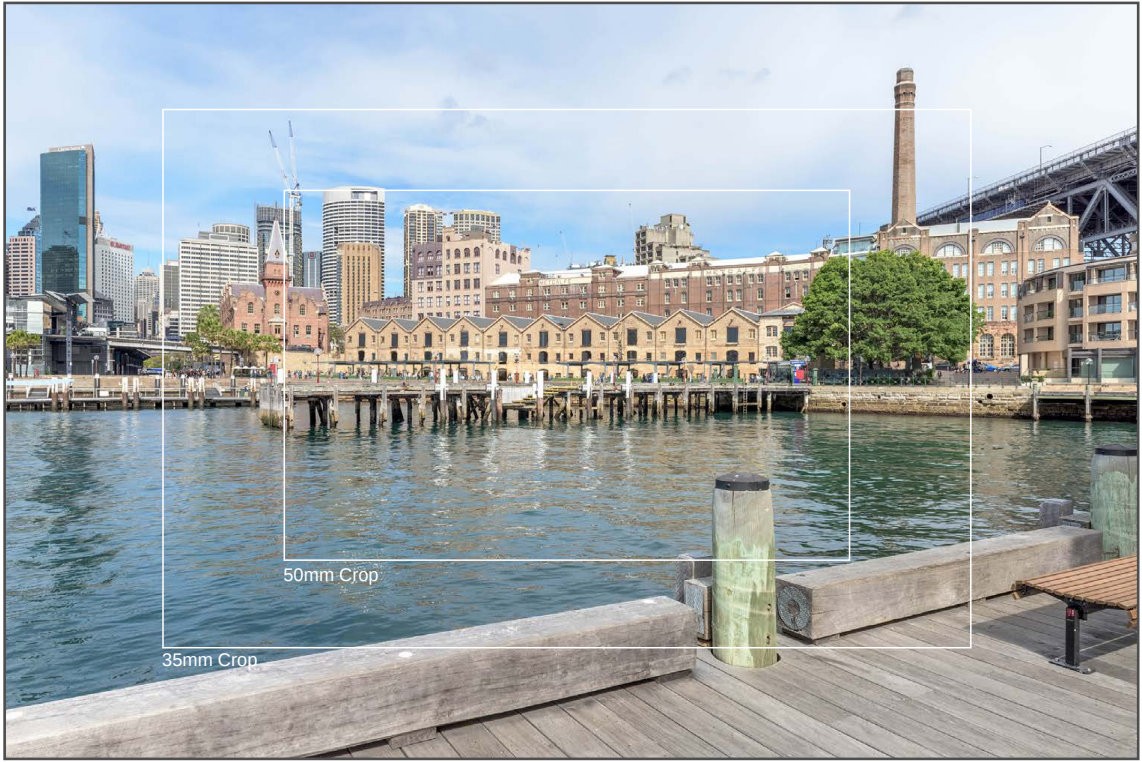
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Alignment lines



Photomontage with Cropmarks





Original photograph



Photomontage of proposed



Alignment lines



Photomontage with Cropmarks





Original photograph



Photomontage of proposed



Alignment lines



Photomontage with Cropmarks





Original photograph



Photomontage of proposed



Alignment lines



Photomontage with Cropmarks





Original photograph



Photomontage of proposed



Alignment lines



Photomontage with Cropmarks





Original photograph



Photomontage of proposed



Alignment lines



Photomontage with Cropmarks





Original photograph



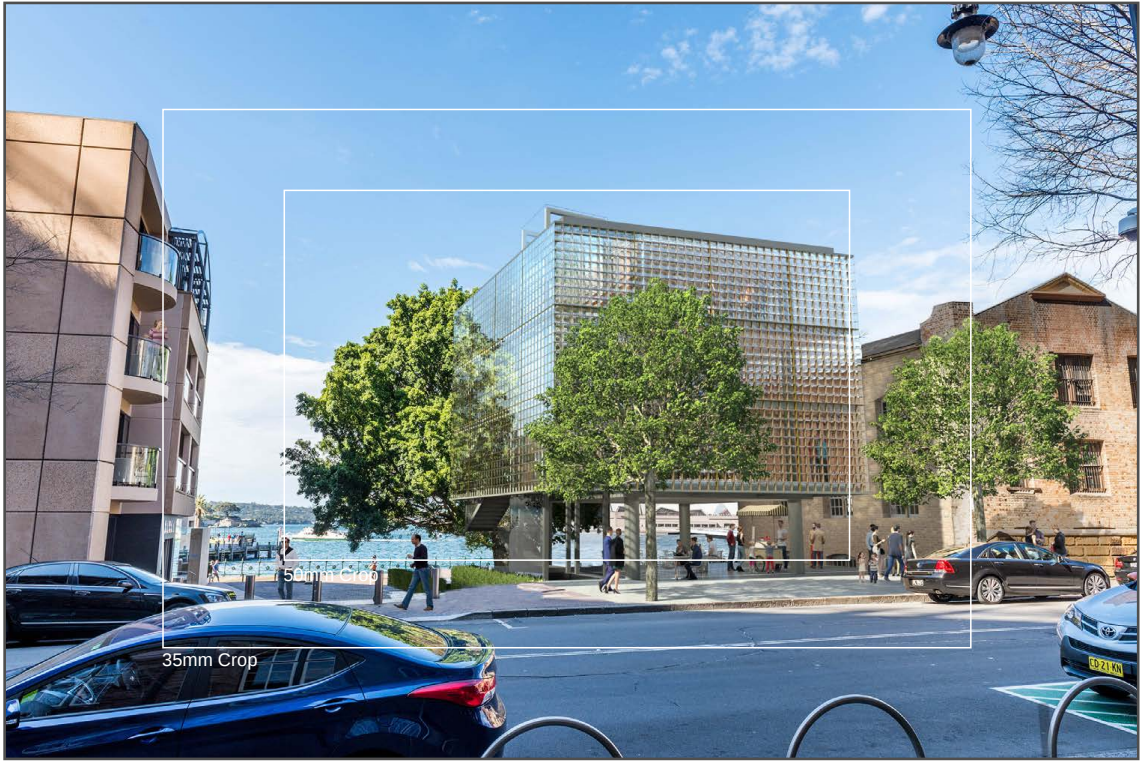
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Alignment lines

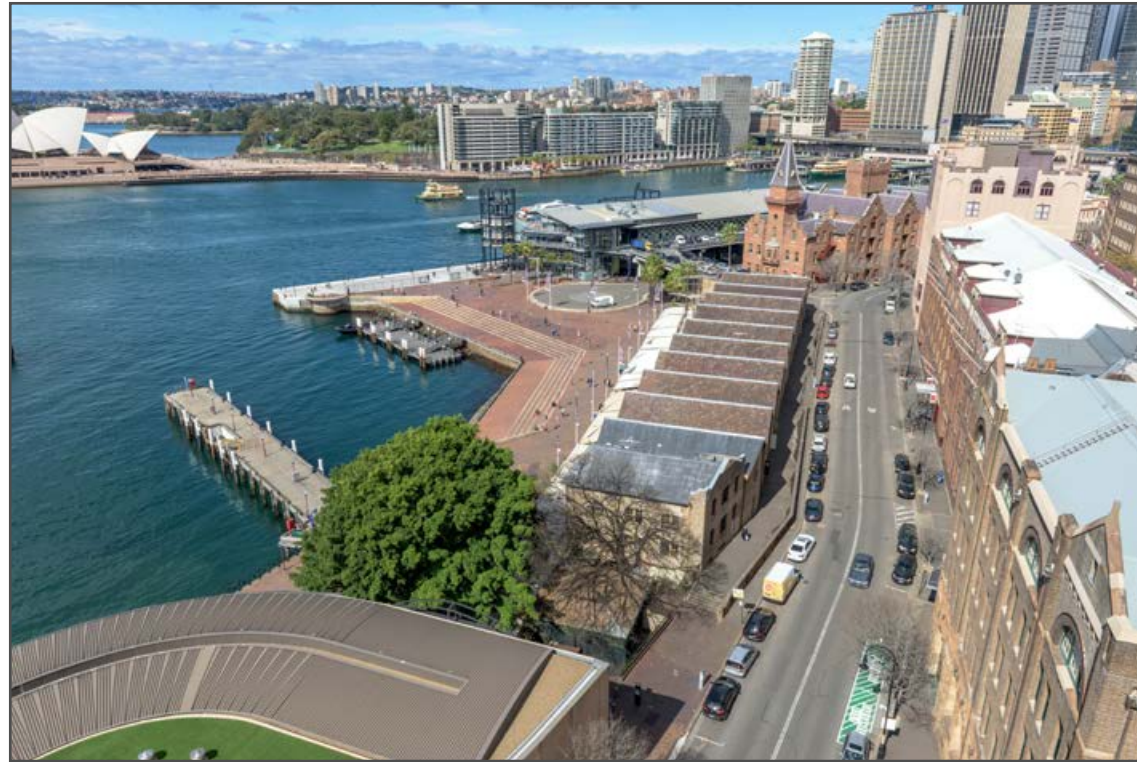


Photomontage with Cropmarks





Original photograph



Photomontage of proposed

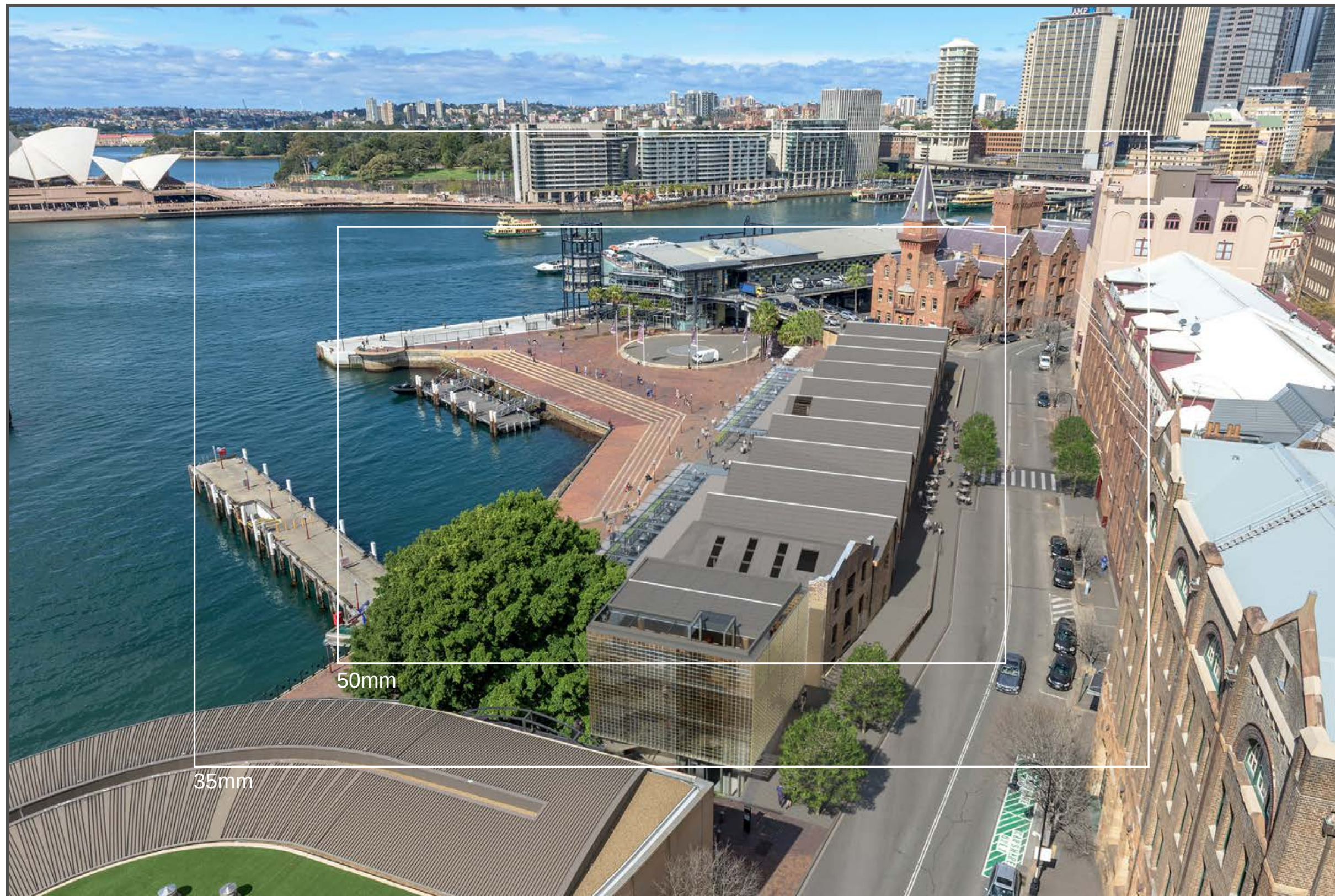


Alignment lines



Photomontage with Cropmarks





Original photograph



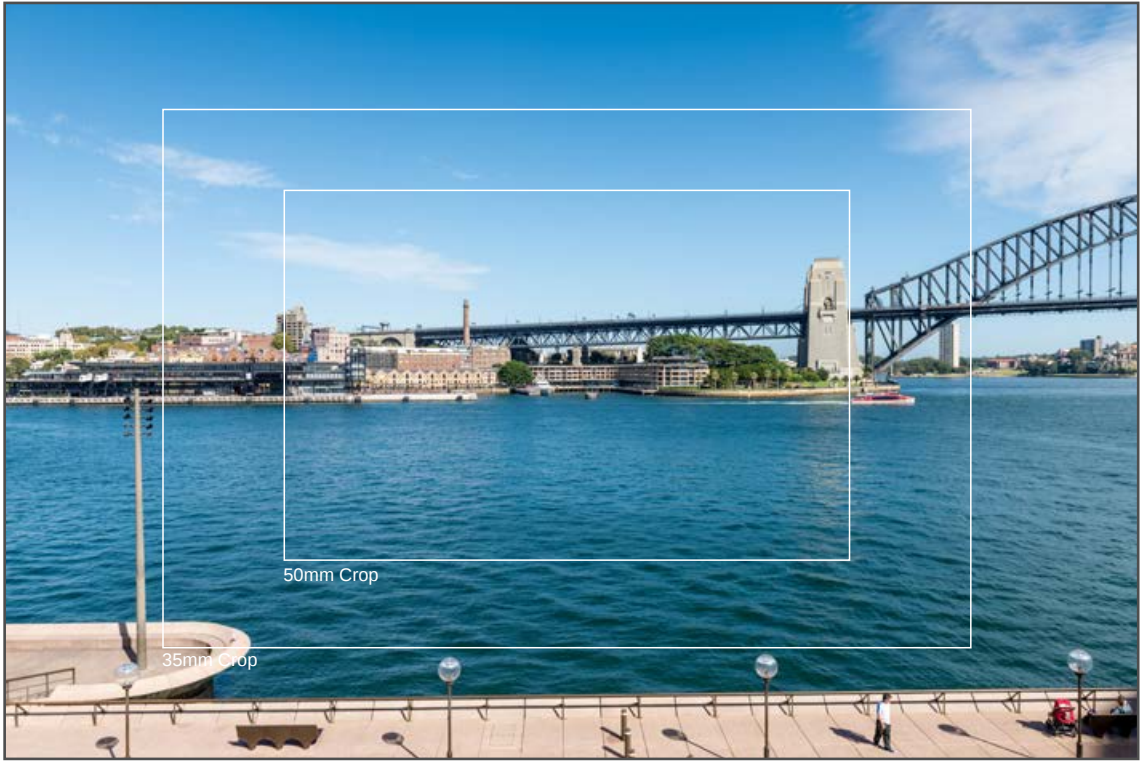
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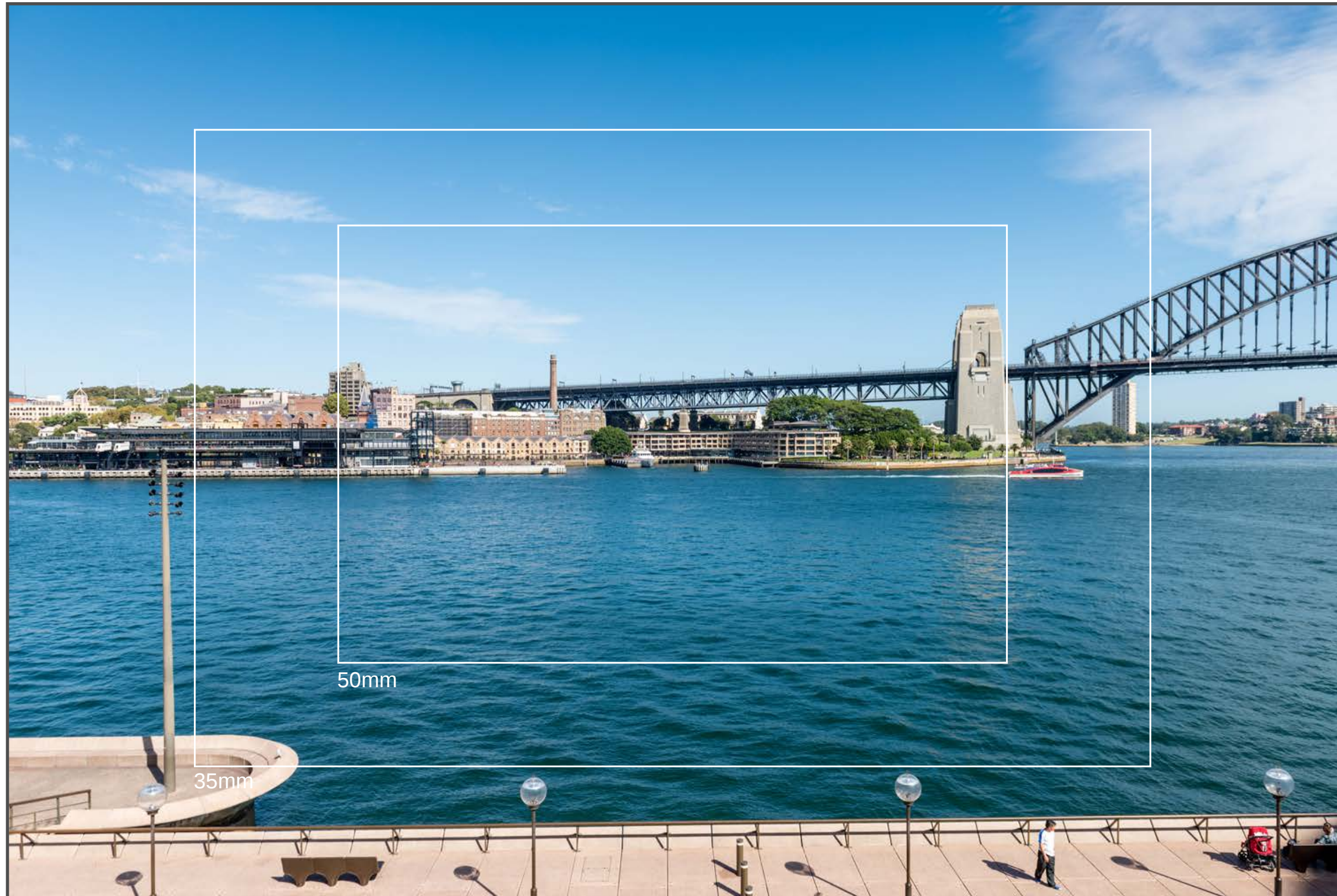


Alignment lines



Photomontage with Cropmarks





Original photograph



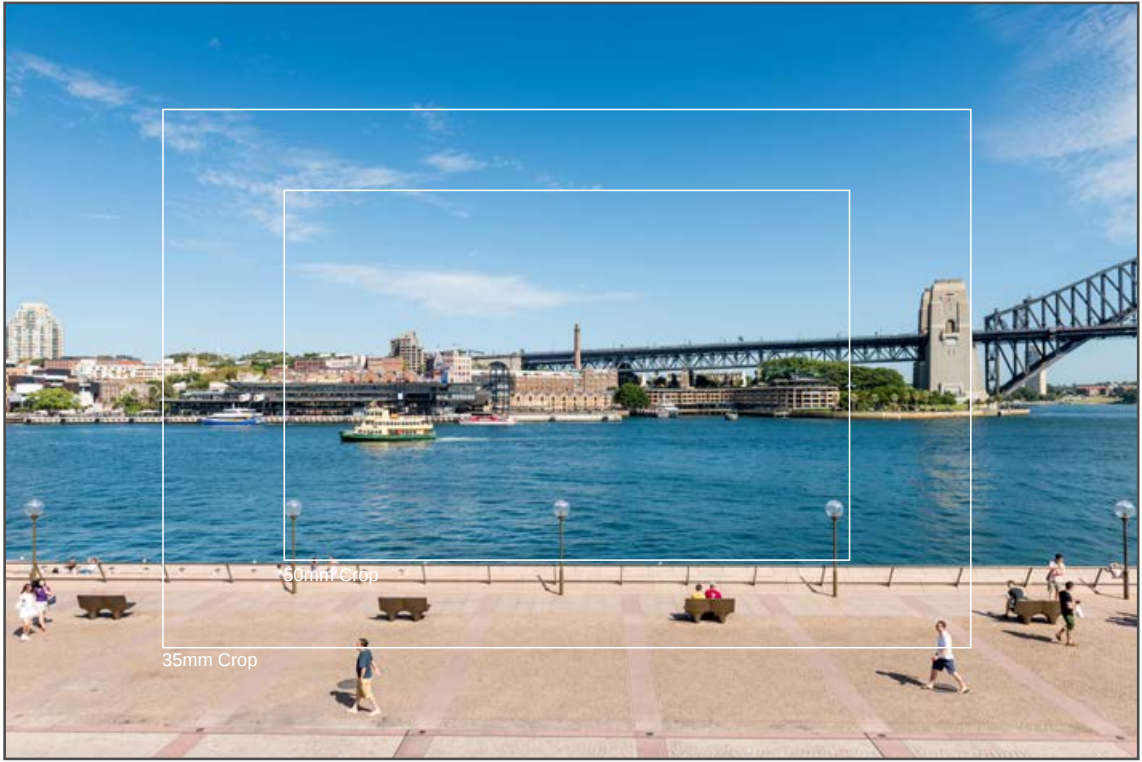
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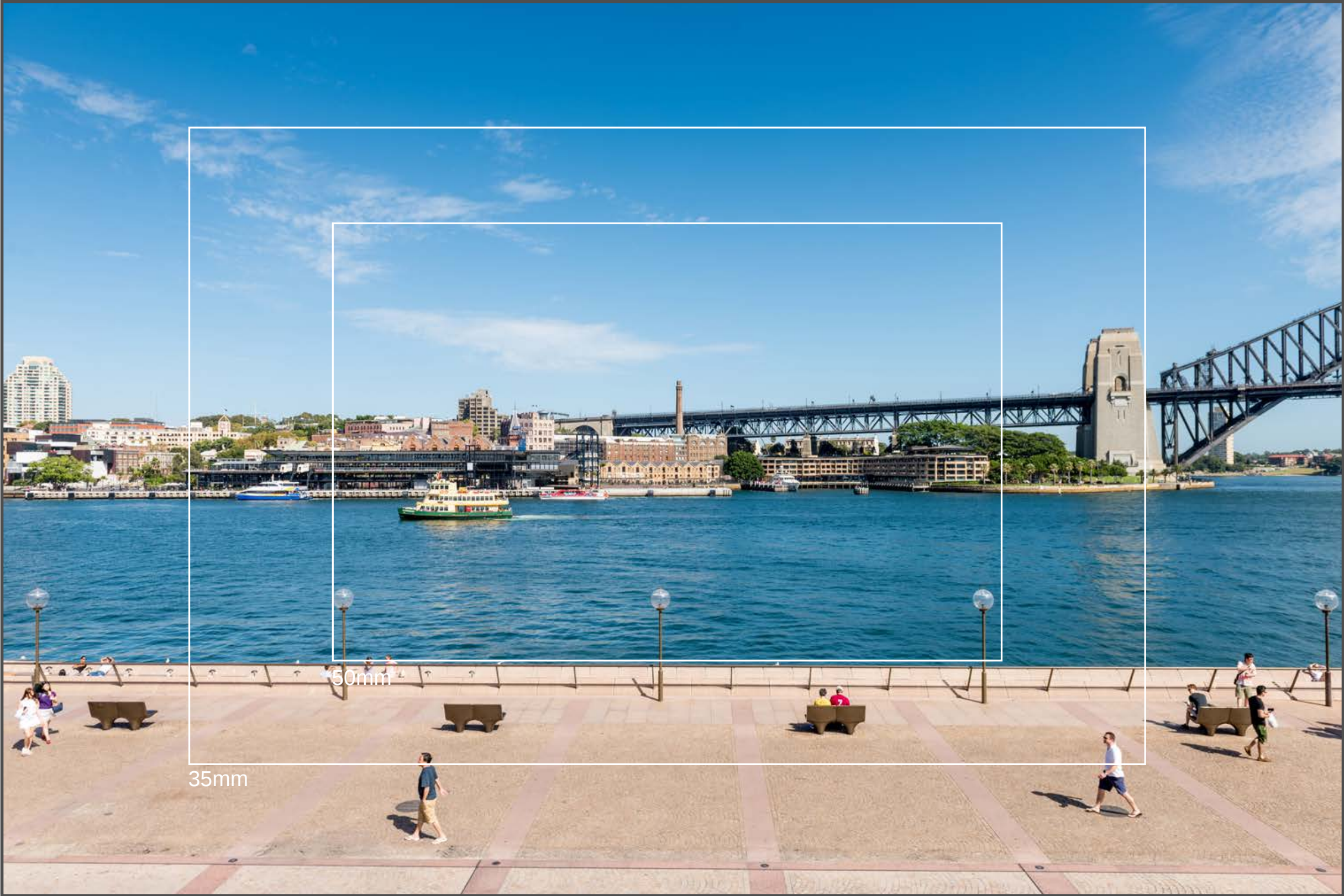


Alignment lines



Photomontage with Cropmarks





Original photograph



Photomontage of proposed



Alignment lines



Photomontage with Cropmarks





Original photograph



Photomontage of proposed

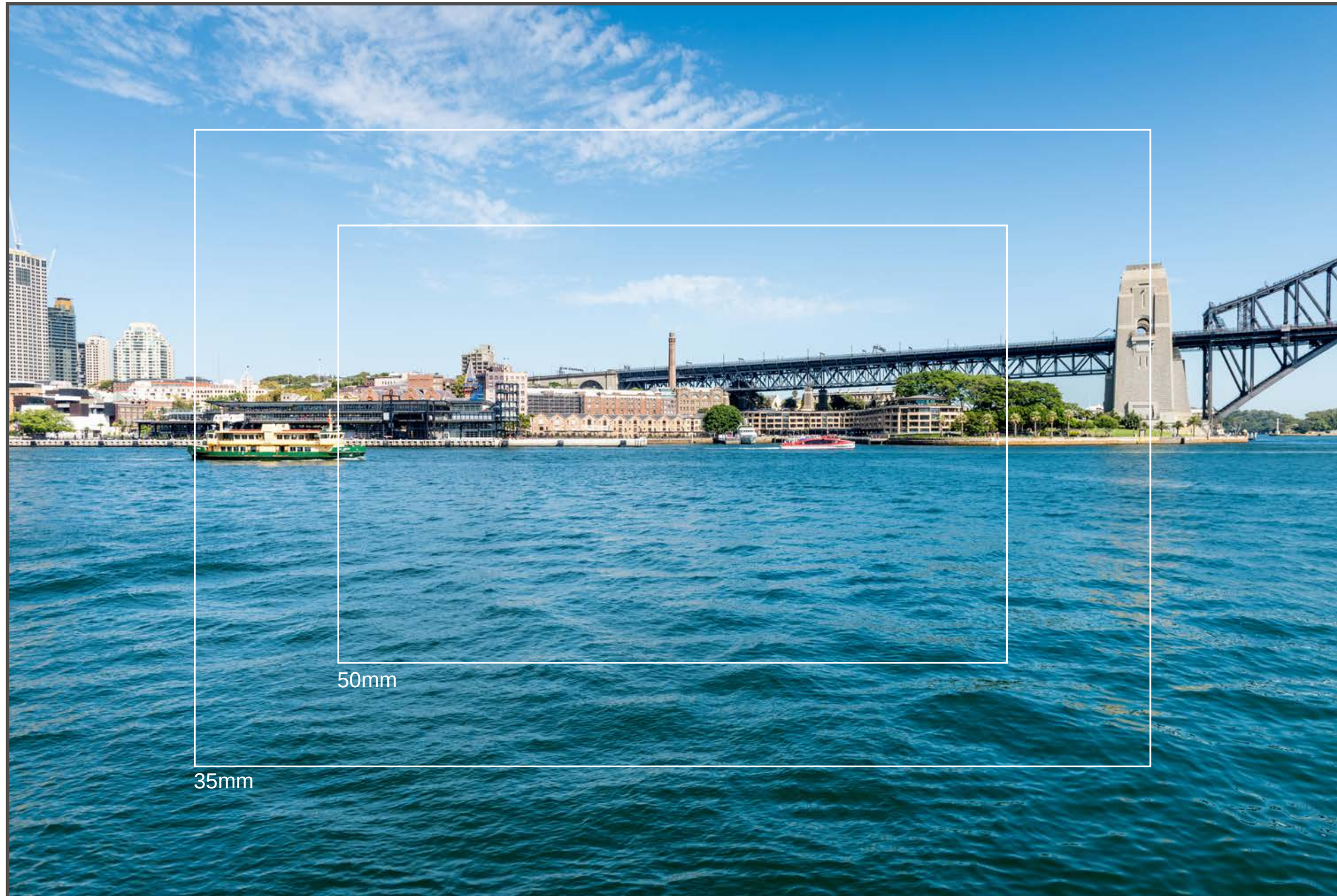


Alignment lines



Photomontage with Cropmarks





Original photograph



Photomontage of proposed



Alignment lines



Photomontage with Cropmarks





