

Visual Impact Study

Cockle Bay from 222-228 Sussex St, Sydney (Astoria Tower)

BACKGROUND

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

Virtual Ideas is an architectural visualisation company that is highly experienced at preparing visual impact assessment media to a level of expertise that is suitable for both council submission and use in court. Virtual Ideas is familiar with the court requirements to provide 3D visualisation media that will accurately communicate a proposed developments' design and visual impact.

These 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 of creating accurate photomontage renderings involves the creation of an accurate, real world scale digital 3D model.

We capture site photographs from specified positions on location and then place cameras in the 3D model that match the real world position in which the photographs were taken on site.

The camera positions are surveyed to identify the Map Grid Australia (MGA) coordinates at each position. Additional reference points are also surveyed at each camera location to assist in aligning our 3D camera to the real world camera position.

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.

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 proposed building envelope
 - Created by: FJMT Architects
 - Format: DIN3D model
- 2) Camera location and alignment point surveyed data
 - Created by: CMS Surveyors
 - Format: DWG file
- 3) Site photography
 - Created by: Virtual Ideas (VI Photos)
 - Format: JPEG file
- 4) Surveyed 3D city model
 - Created by: AAM
 - Format: 3DS Studio Max file

METHODOLOGY

Site Photography

Site photography was taken from apartments as agreed and instructed by Ethos Urban.

Photographs were taken using a Canon EOS 5DS R digital camera, with a Canon EF16-35mm f/4L IS USM lens.

The positions of the photographs were surveyed and then plotted onto a survey drawing in DWG format.

3D Model

Using the imported surveyed data into our 3D software (3DS Max) as reference, we then imported the supplied 3D model of the indicative building massings and envelope.

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 the position from which the photographs were taken from. They were then 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 massing 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 building envelope with respect to the existing surroundings.

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.

Yours sincerely,

Grant Kolln



CV OF GRANT KOLLN, DIRECTOR OF VIRTUAL IDEAS

Personal Details

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Relevant Experience

2003 - Present	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
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Apartment 17 - living room balcony

RL: 28.00

Original photograph



Photograph with proposed building envelope



Photograph with proposed building envelope & Indicative massing option 1b



Photograph with proposed building envelope & Indicative massing option 2b



Apartment 17 - north bedroom

RL: 28.07

Original photograph



Photograph with proposed building envelope



Photograph with proposed building envelope & Indicative massing option 1b



Photograph with proposed building envelope & Indicative massing option 2b



Apartment 17 - south bedroom

RL: 28.07

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Original photograph



Photograph with proposed building envelope



Photograph with proposed building envelope & Indicative massing option 1b



Photograph with proposed building envelope & Indicative massing option 2b



Apartment 20 - living room balcony

RL: 27.83

Original photograph



Photograph with proposed building envelope



Photograph with proposed building envelope & Indicative massing option 1b



Photograph with proposed building envelope & Indicative massing option 2b

