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VISUAL IMPACT ANALYSIS

40 Memorial Avenue, Bella Vista
Development Application
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Prepared By

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Project Team

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1.0 INTRODUCTION

The methodologies described in this document are based on current best practice and follow the Environmental Impact Assessment Practice No. 4 Guidelines, March 2013, RMS and the requirements of the Land and Environment Court and relied on as or as part of expert evidence in Class 1 appeals that apply for proceedings commenced on or after 1 October, 2013.

Archimages 3D have extensive experience in producing visual impact analysis for development proposals for local councils, government planning authorities, and the Land & Environmental court for the past 18 years.

2.0 VISUAL ASSESSMENT METHODOLOGY

The methodology used for the analysis is described below.

2.1 CRITERIA FOR ANALYSIS

The Visual Impact Analysis involves the visual assessment of the proposed from 7 different view points (below). These have been selected by the planner to provide a representative sample of key vantage points to the site, including nearby residential areas. The proposed buildings are outlined in 'red' with future buildings based on the NSW Government's State Significant Rezoning Policy and the Bella Vista and Kellyville TOD Precincts Design Guide outlined in 'yellow'.

View 1: Free Settlers Drive looking south-west.
View 2: Free Settlers Drive looking north-west.
View 3: Cnr. Balmoral Road & Mawson Avenue looking north.
View 4: NW Transitway looking south-east.
View 5: Sunnyholt Road looking east.
View 6: Memorial Avenue looking south-east.
View 7: Memorial Avenue looking south-west.

3.0 VISUAL MATERIAL

The visual material provided in this report are based on current best practice and follow the requirements of the Land and Environment Court and relied on as or as part of expert evidence in Class 1 appeals that apply for proceedings commenced on or after 1 October, 2013.
It was assumed that all the information including the architectural drawings, 3D CAD model, and survey data supplied by the relevant project team were correct and accurate.

3.1 SUPPORTING EVIDENCE

Photography

The background photography used for the photomontage images was derived from a digital Canon EOS 5D 12.8 Megapixel resolution camera with a full size sensor / 1:1 lens conversion ratio. A Canon EF, L series 17-40mm lens was used. The methodology used in the production of the photographic images form the pictorial basis for the creation of the photomontage/ view impact analysis.

The photography has not been altered or corrected other than minimal exposure and colour correction for optimal viewing. All photography was taken with the lens height centred at 1500mm to simulate standard eye-height. The final camera positions/ view points (7) were nominated by the planner.

Survey

Site and surrounding area survey data and site plan provided represents the terrestrial, and building structures in a CAD format. All levels are located to relevant AHD. The survey works were undertaken using GPS equipment together with a long range reflector less electronic distance measuring equipment. An accuracy of + or – 45mm to Ordnance Survey grid/datum was achieved.

3D Model

The three-dimensional computer model of the development was supplied by Turner Studio architects and then adapted by Archimages 3D for the purposes of generating the Visual Impact Analysis.

Camera Matching

This process is used by setting up a wire frame CAD structure and superimposing into the existing photography using the software 3D Max. Relevant survey data is located in the digitalised photograph for each view is then calculated and imported into 3D Studio Max as a backdrop to the 3D model.
The survey data and the specifications of the lens type relating to each existing view are also entered into 3D Studio Max. The survey points of the camera position and those relating to specified objects within each particular image are then highlighted on the digitised image. Once the process of camera matching is complete, the 3D model of the proposed development is accurately positioned within each of the existing photographs.

Camera Information

Camera Information			
Name	**Focal Length**	**Camera Height (RL)**	**Date**
View 1_MG_7983	17mm	59.8	14/07/2025
View 2_MG_7989	17mm	61.5	14/07/2025
View 3_MG_8085	17mm	71.4	05/08/2025
View 4_MG_7929	17mm	61.8	04/07/2025
View 5_MG_8005	26mm	58.0	16/07/2025
View 6_MG_7981	25mm	64.0	14/07/2025
View 7_MG_7935	40mm	73.0	04/07/2025

Software

The following software products were used to produce the photomontage images.

3D Studio Max

Application: to camera match the wire frame CAD model into the existing photography.

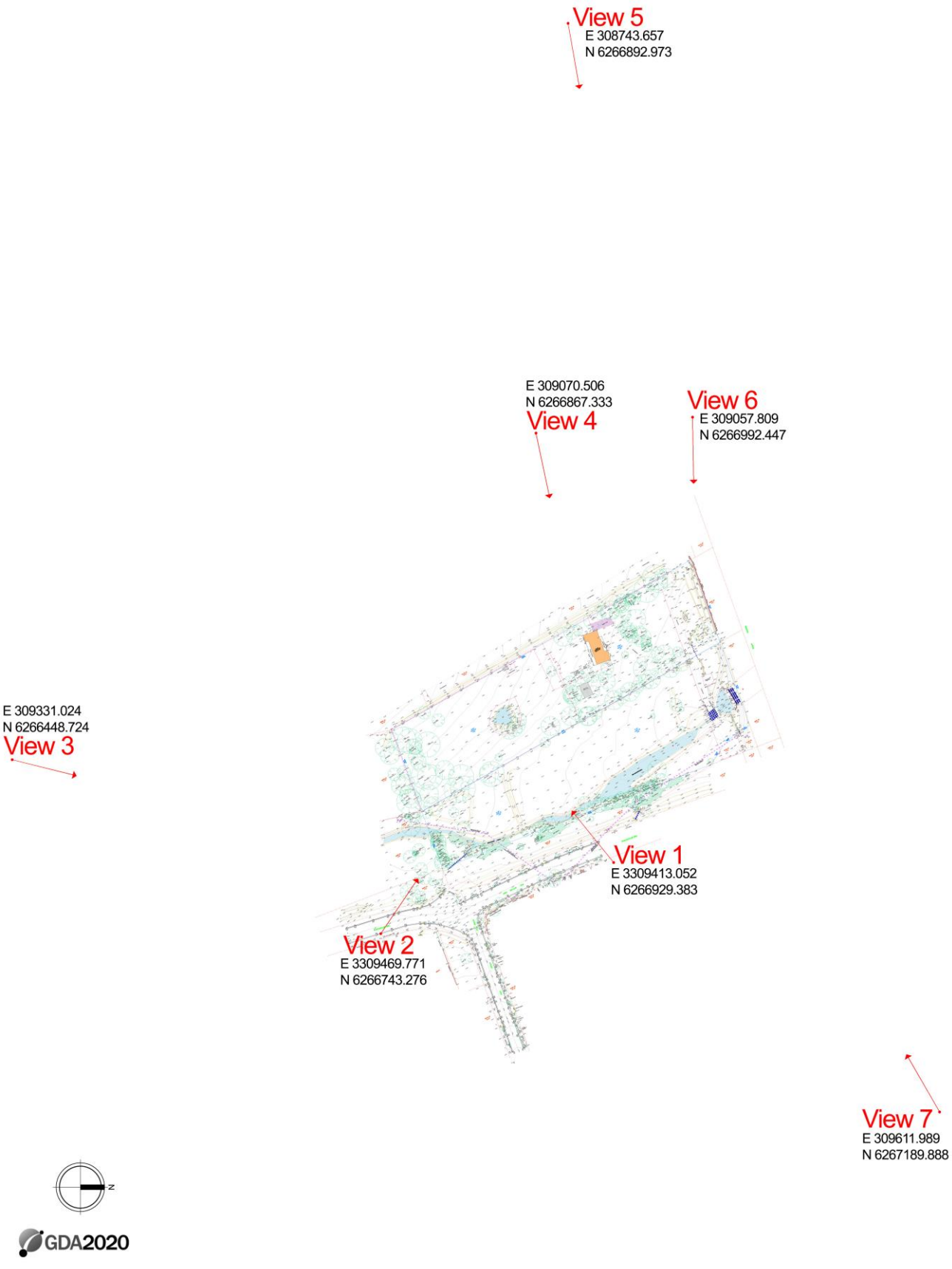
VRAY Renderer

Application: to render out each photomontage image.

Adobe Photoshop

Application: to compose the final montage by placing the rendered image accurately into the background photography.

3.2 SURVEY OF CAMERA LOCATIONS



3.3 EXISTING PHOTOGRAPHY, PROPOSED, & PROPOSED WITH WIRE FRAME

View 1_MG_7983 – Existing

View 1_MG_7983 – Proposed with future context

View 1_MG_7983 – Wireframe

View 1_MG_7983 – Survey reference points

View 2_MG_7989 – Existing

View 2_MG_7989 – Proposed with future context

View 2_MG_7989 – Wireframe

View 2_MG_7989 – Survey reference points

View 3_MG_8085 – Existing

View 3_MG_8085 – Proposed only

View 3_MG_8085 – Proposed behind future context

View 3_MG_8085 – Wireframe

View 4_MG_7929 – Existing

View 4 MG_7929 – Proposed only

View 4_MG_7929 – Proposed behind future context

View 4_MG_7929 – Wireframe

View 4_MG_7929 – Survey reference points

View 5_MG_8005 – Existing

View 5_MG_8005 – Proposed with future context

View 5_MG_8005 – Wireframe

View 6_MG_7981 – Existing

View 6_MG_7981 – Proposed with future context

View 6_MG_7981 – Wireframe

View 6_MG_7981 – Survey reference points

View 7_MG_7935 – Existing

View 7_MG_7935 – Proposed with future context

View 7_MG_7935 – Wireframe

View 7_MG_7935 – Survey reference points