

# Visual Impact Report - Ivanhoe Estate

## Stage 1 State Significant Development Application

### 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 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.

Please note that this report is not a complete visual impact assessment, but rather an update to the photomontages prepared by Virtual Ideas that accompanies the Masterplan State Significant Development Application. The updated photomontages are intended to demonstrate that the proposed building designs for Stage 1 are consistent with the envelopes and indicative massing presented in the Masterplan photomontages prepared by Virtual Ideas, and the view impacts are consistent with those described in the Masterplan Visual Impact Assessment prepared by Ethos Urban. For confirmation, refer to section 5.7 of the Stage 1 Environmental Impact Statement prepared by Ethos Urban.

## 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) 3D models of 'Indicative Building Massing' and envelope of 'Buildable Area'

- Created by: Bates Smart Architects
- Format: Sketchup model

2) Camera location and alignment point surveyed data

- Created by: CMS Surveyors
- Format: DWG file

3) Site photography - Positions 1 - 8

- Created by: Virtual Ideas (VI Photos)
- Format: JPEG file

3) Site photography - Positions 10 - 13

- Created by: FRMEZ
- Format: ARW file

4) Surveyed 3D context model

- Created by: AAM
- Format: 3DS Studio Max file

## METHODOLOGY

### Site Photography

Site photography was taken from predetermined positions as agreed and instructed by representatives from Citta Property, Frasers Property, Ethos Urban and Bates Smart. Photographs were taken using a Nikon D800 digital camera, with a Nikon 14.0-24.0 mm f/2.8 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

Name: Grant Kolln  
 DOB: 07/09/1974  
 Company Address: Suite 71, 61 Marlborough St, Surry Hills, NSW, 2010  
 Phone Number: 02 8399 0222

### 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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# Key map indicating location of photography positions





Original photograph



Original photo with wireframe overlay of surveyed elements



Photomontage of indicative building massing



Photograph details

Photo Date	14th November 2017
Camera Used	Nikon D800
Camera Lens	14.0-24.0 mm f/2.8
Focal length in 35mm Film	19mm



50mm crop of original photograph



Photograph details

Photo Date	14th November 2017
Camera Used	Nikon D800
Camera Lens	14.0-24.0 mm f/2.8
Focal length in 35mm Film	50mm

50mm crop of photomontage of indicative building massing

























Original photograph



Original photo with wireframe overlay of surveyed elements



Photomontage of indicative building massing



Photograph details

Photo Date	25th October 2017
Camera Used	Nikon D800
Camera Lens	14.0-24.0 mm f/2.8
Focal length in 35mm Film	18mm



50mm crop of original photograph



50mm crop of photomontage of indicative building massing



Photograph details

Photo Date	25th October 2017
Camera Used	Nikon D800
Camera Lens	14.0-24.0 mm f/2.8
Focal length in 35mm Film	50mm























Original photograph



Original photo with wireframe overlay of surveyed elements



Photomontage of indicative building massing



Photograph details

Photo Date	3rd November 2017
Camera Used	Nikon D800
Camera Lens	14.0-24.0 mm f/2.8
Focal length in 35mm Film	14mm



50mm crop of original photograph



Photograph details

Photo Date	3rd November 2017
Camera Used	Nikon D800
Camera Lens	14.0-24.0 mm f/2.8
Focal length in 35mm Film	50mm

50mm crop of photomontage of indicative building massing





















