

19-21 Gordon Street, Coffs Harbour, NSW

Visual impact photomontages and methodology report

2nd February 2026

VIRTUAL IDEAS

1. INTRODUCTION

This document, created by Virtual Ideas, aims to showcase the visual impact of the proposed development for 19-21 Gordon Street, Coffs Harbour, NSW in comparison to the existing built form and site conditions.

2. VIRTUAL IDEAS EXPERTISE

Virtual Ideas is an experienced architectural visualisation company with over 15 years of expertise in crafting visual impact assessment content and reports for projects of significant magnitude, aligning with the standards set by local and state planning authorities.

Our reports have served as evidence in proceedings before both the Land and Environment Court and the Supreme Court of NSW. Our director, Grant Kolln, has provided expert testimony in visual impact assessment in the Supreme Court of NSW.

Virtual Ideas' methodologies and outcomes have undergone thorough scrutiny by court-appointed experts in relation to previous visual impact assessment submissions, consistently garnering recognition for their precision and reliability.

3. RENDERINGS METHODOLOGY

The following outlines the meticulous process employed by Virtual Ideas to produce the renderings that underpin this report.

3.1 DIGITAL 3D SCENE CREATION

Our initial stage involves crafting a precise, true-to-life digital 3D environment using Autodesk 3ds Max software, accurately scaled to real-world dimensions, and aligned to a standardised reference point utilising the MGA 56 GDA 2020 coordinate system.

To construct this environment, we combine various data sources, encompassing existing, approved and proposed building 3D models, along with site survey data. Further information regarding the origins of these data sources is provided in Appendices A, B, and C.

In cases where data sources lack alignment with the MGA-56 GDA 2020 coordinates, we employ identifiable features common across datasets, such as site boundaries and building outlines, which can be aligned with those already situated in the MGA-56 GDA 2020 framework.

Detailed accounts of the alignment processes for each data source are elaborated upon in Section 3.3.

3.2 SITE PHOTOGRAPHY

The site photography was captured by Virtual Ideas, with the respective viewpoint locations delineated on the viewpoint map in Section 4 of this document.

The selection of camera lens and composition of photography from each viewpoint was instructed by Ethos Urban after careful consideration of multiple factors. Paramount among these were the distance of the camera position from the site and the scale of the proposed development in relation to the surrounding built environment and landscape.

For these public domain photomontages, focal lengths of 24 and 50mm were chosen. These lens choices ensure adequate visibility of both the proposed development and the immediate surrounding context, facilitating a thorough assessment of the proposed development's visual impact.

For certain scenarios, employing a 50mm lens may produce the most effective photomontage for assessing visual impact. The 50mm lens is often favoured for its close approximation to the human eye perception of distance. However, in instances where a 50mm lens fails to encompass an adequate surrounding context for comprehensive visual impact assessment, opting for a wider lens becomes imperative. All photographs are lens profile corrected in Camera RAW, which removes the distortion associated with the curvature of the lens.

Comprehensive metadata, including date, time, and lens information, is recorded during site photography. This critical data enables precise analysis and documentation of each photograph's attributes.

3.3 ALIGNMENT OF 3D SCENE

To accurately position the 3D scene within its geographical context, we employed the following data:

- 1. Site Survey Alignment: Utilising a provided site survey, we aligned the boundaries of the proposed buildings with geo-referenced data, ensuring precise positioning within the digital environment.
- 2. Camera Alignment: Cameras were aligned to surveyed positions supplied by Coffs Clarence Surveying and Spatial, adhering to the MGA-56 GDA 2020 coordinate system. This meticulous alignment ensured that viewpoints captured within the 3D scene accurately reflected real-world perspectives.

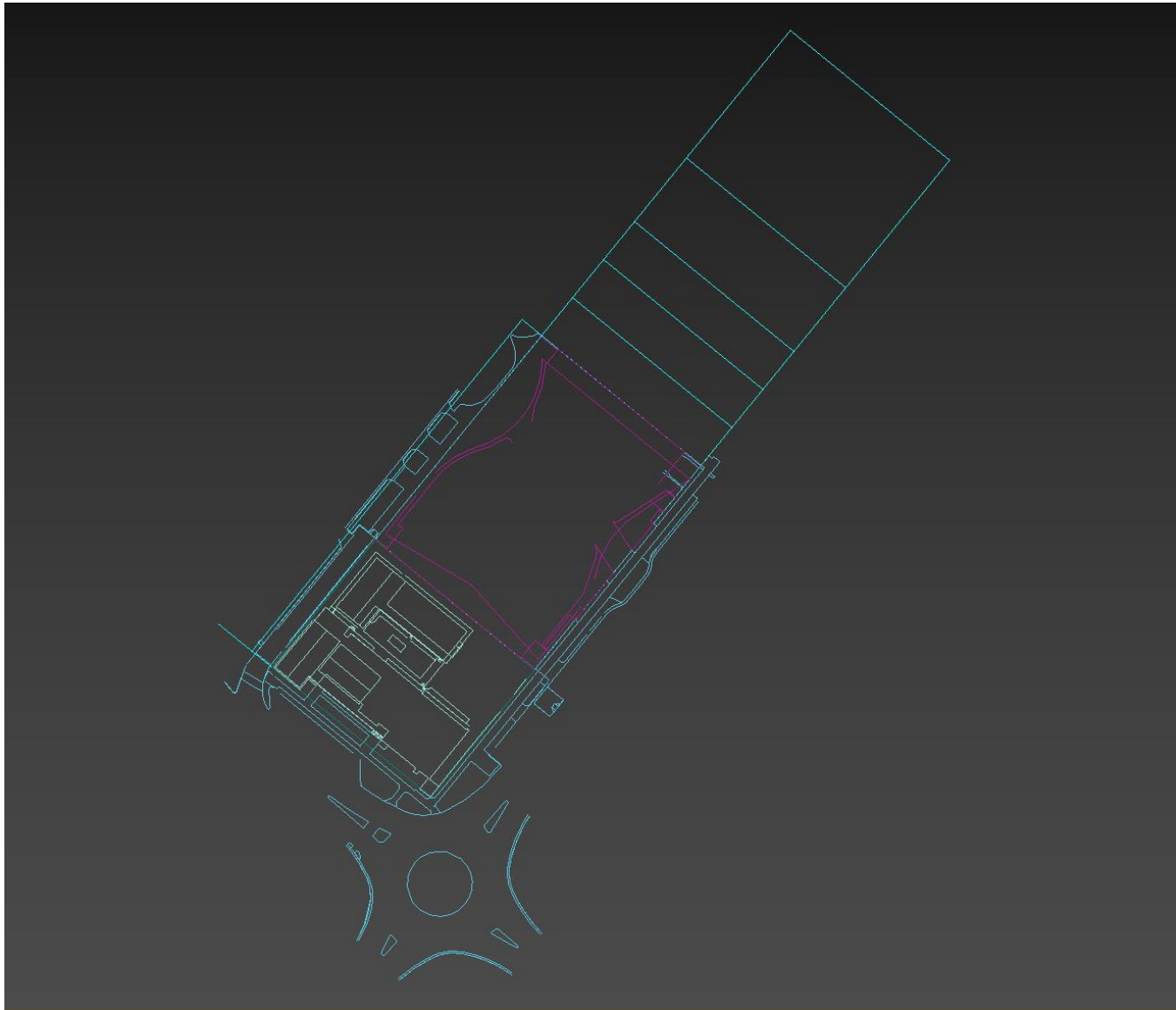


Image showing survey drawing supplied by Newnham Karl Weir and Partners Pty Ltd at MGA 56 GDA2020

3.4 RENDERING CREATION

Following the completion of the camera alignment, we proceeded to integrate lighting into the 3D scene. To replicate natural lighting conditions accurately, a digital sunlight system was incorporated into the 3D environment. This system emulates the directional lighting of the sun leveraging location data, as well as time and date information. Implemented through specialised software, the sunlight system ensures precise alignment with the sun’s angle, enhancing realism within the scene.

The proposed building model was rendered with a basic chalk white material. This differentiation aids in visual clarity and enhances the presentation of the design elements.

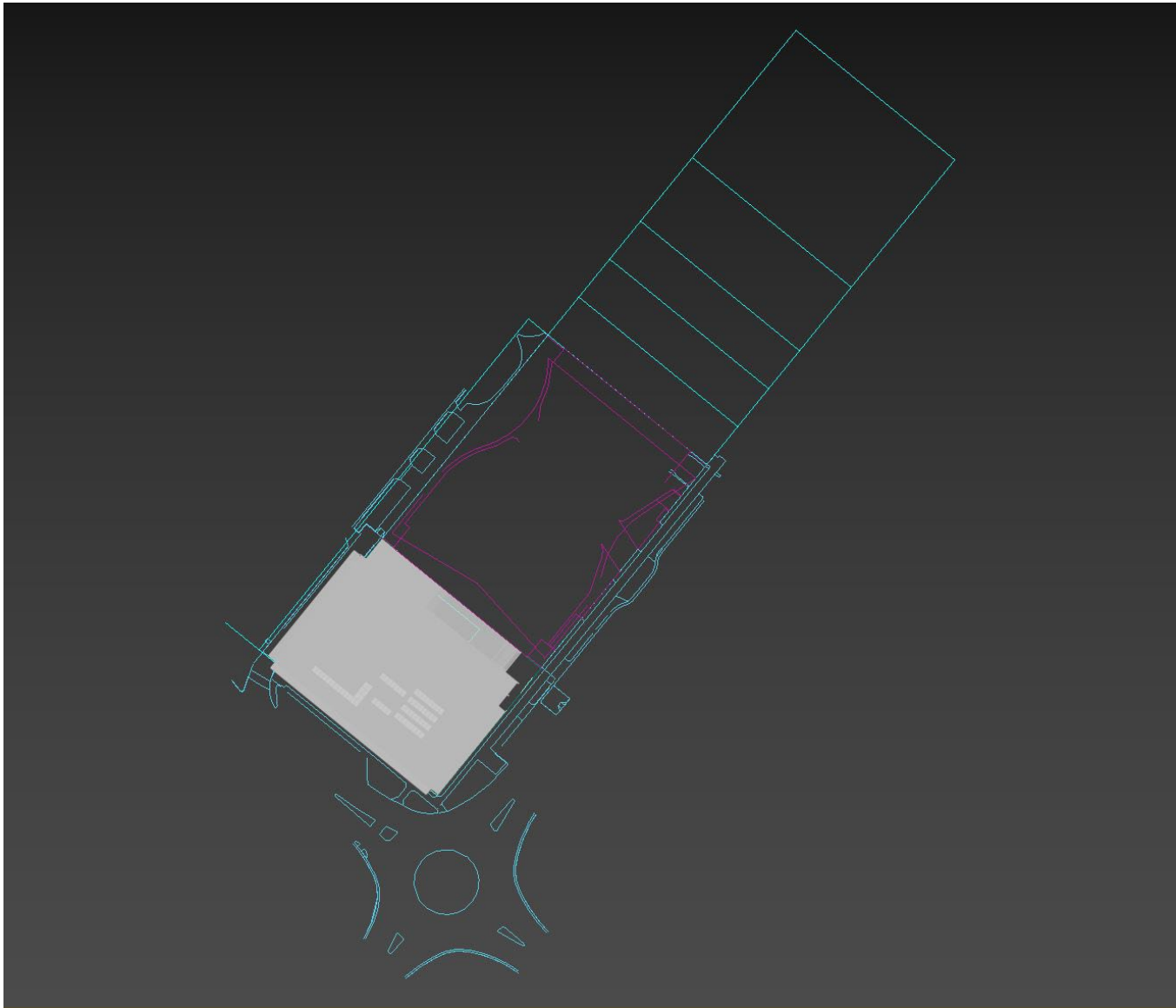
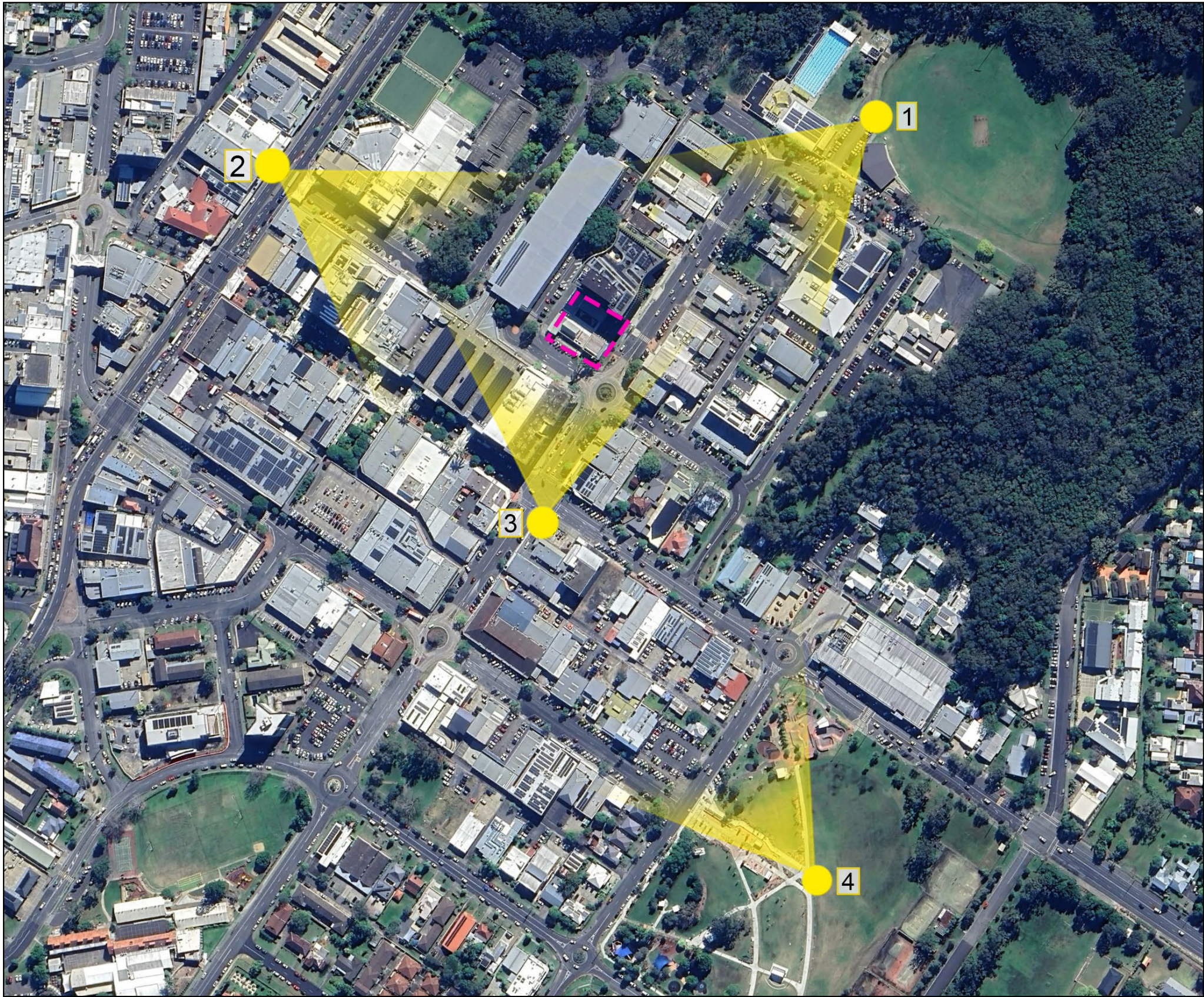


Image showing survey drawing supplied by Newnham Karl Weir and Partners Pty Ltd at MGA 56 GDA2020 and 3D model of the proposed massing (white) aligned to the site boundary

4. VIEWPOINTS

MAP ILLUSTRATING VIEWPOINT LOCATIONS



- Viewpoint 01. Fitzroy Oval
- Viewpoint 02. Pacific Highway at Vernon Street
- Viewpoint 03. Gordon Street and Harbour Drive
- Viewpoint 04. Brelsford Park

5.1 VIEWPOINT POSITION 01 - Fitzroy Oval

VIEWPOINT LOCATION



ALIGNMENT OF SURVEYED POINTS



PHOTOGRAPH DETAILS

File Name: 01_24mm_Middle
Author: Coffs Clarence Surveying & Spatial
Format: CR2
Date: 10 October 2025
Time: 15:57 AEDT
Lens: EF24-70mm f/2.8L II USM
Model: Canon EOS 5D Mark III
Sensor: Full frame
Focal length: 24mm

ORIGINAL PHOTOGRAPH

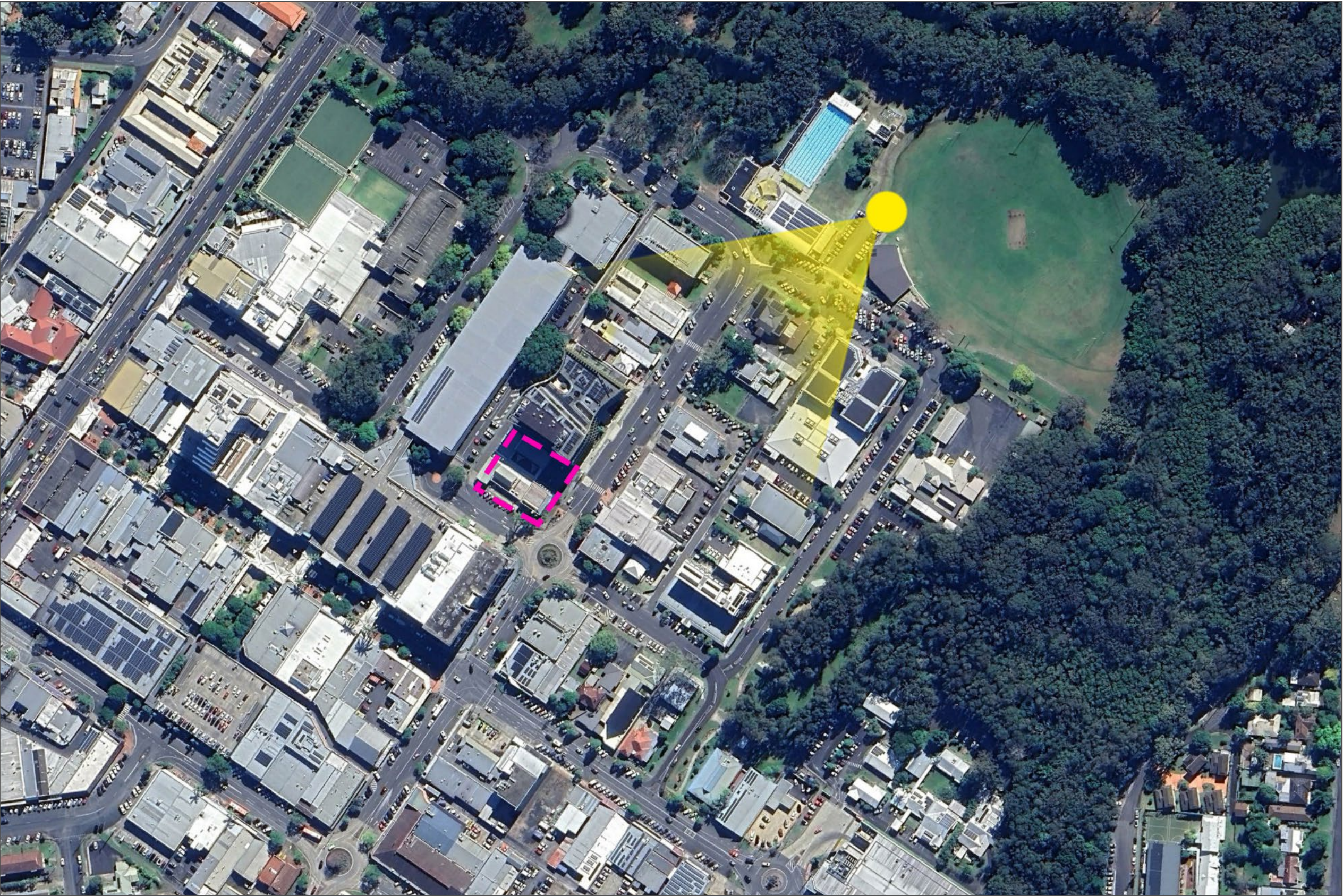


ORIGINAL PHOTOGRAPH WITH PROPOSED



5.2 VIEWPOINT POSITION 01 - Fitzroy Oval

VIEWPOINT LOCATION



— Proposed Site

5.3 VIEWPOINT POSITION 01 - Fitzroy Oval

ALIGNMENT OF SURVEYED POINTS



5.4 VIEWPOINT POSITION 01 - Fitzroy Oval

ORIGINAL PHOTOGRAPH



5.5 VIEWPOINT POSITION 01 - Fitzroy Oval

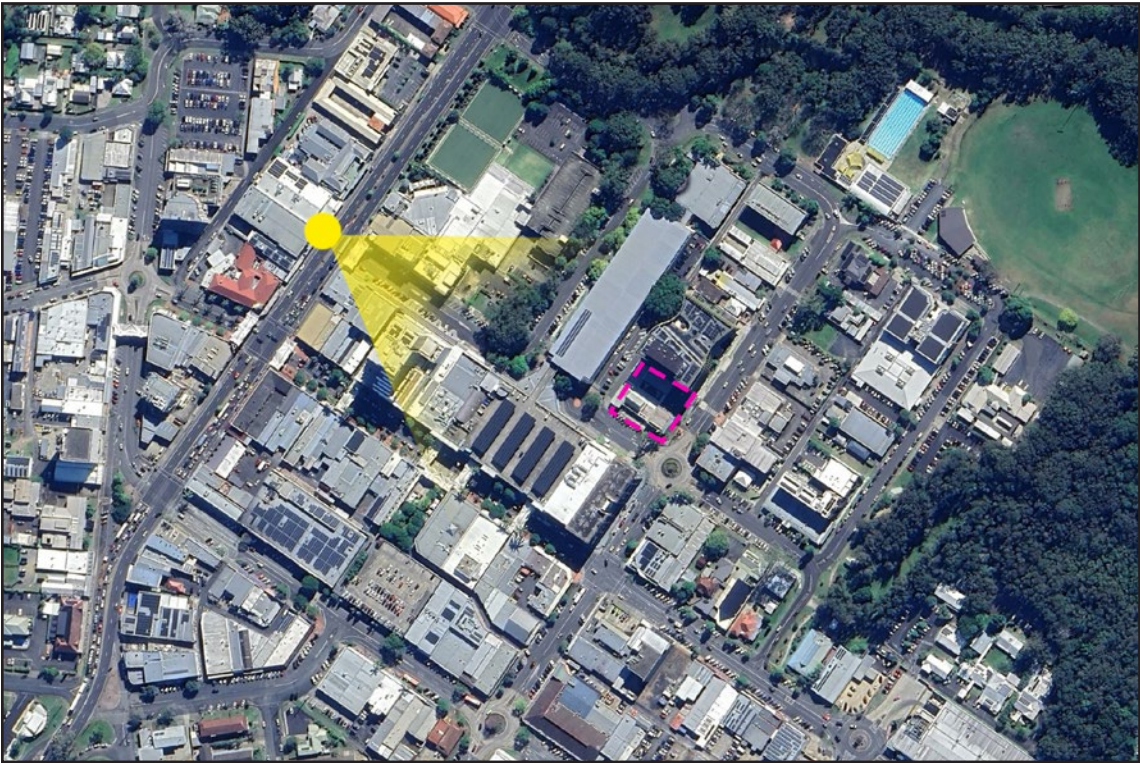
ORIGINAL PHOTOGRAPH WITH PROPOSED



Proposed Development
35-61 Harbour Drive - Approved DA

6.1 VIEWPOINT POSITION 02 - Pacific Highway at Vernon Street

VIEWPOINT LOCATION



ALIGNMENT OF SURVEYED POINTS



PHOTOGRAPH DETAILS

File Name: 02_24mm_Middle
Author: Coffs Clarence Surveying & Spatial
Format: CR2
Date: 10 October 2025
Time: 15:47 AEDT
Lens: EF24-70mm f/2.8L II USM
Model: Canon EOS 5D Mark III
Sensor: Full frame
Focal length: 24mm

ORIGINAL PHOTOGRAPH

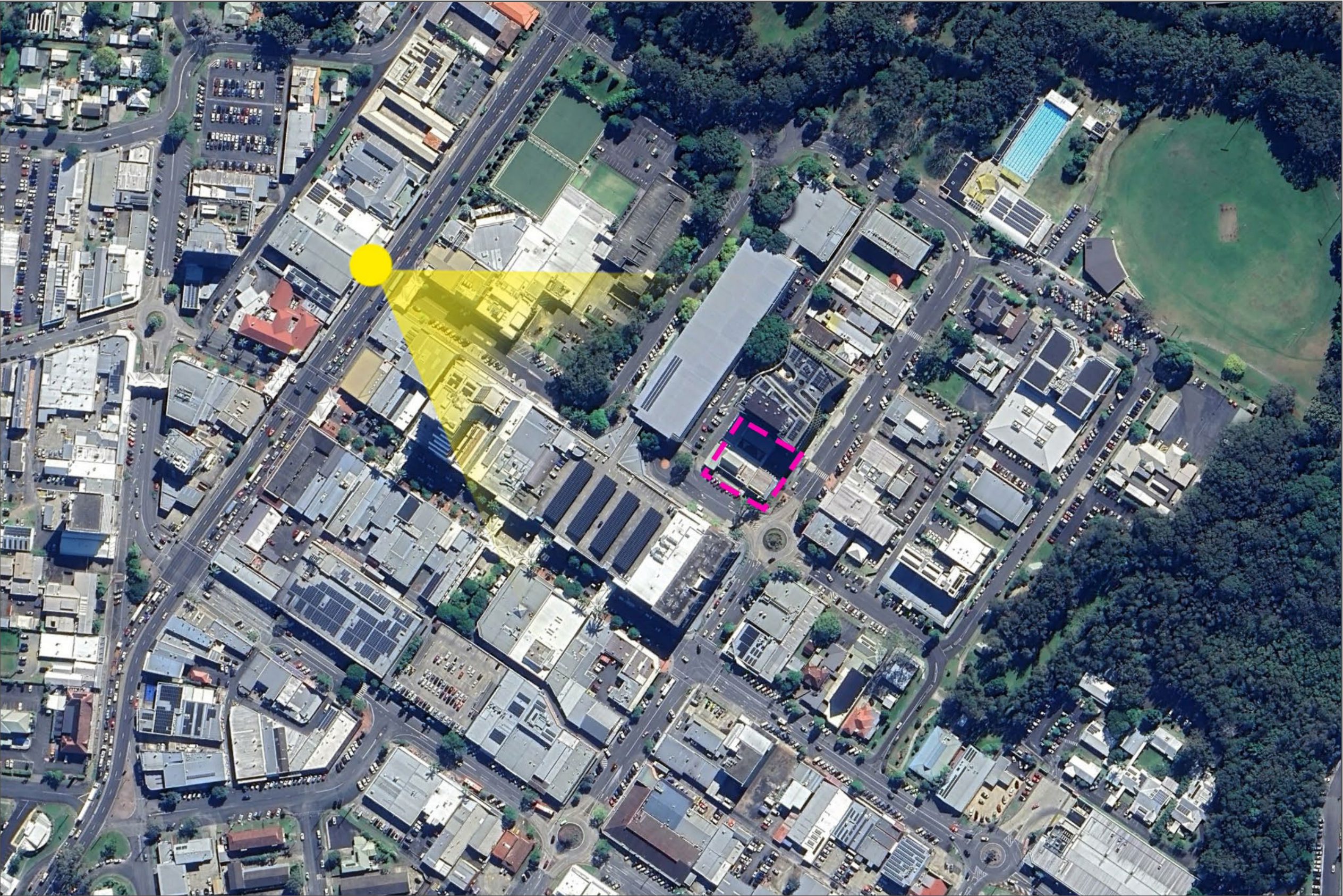


ORIGINAL PHOTOGRAPH WITH PROPOSED



6.2 VIEWPOINT POSITION 02 - Pacific Highway at Vernon Street

VIEWPOINT LOCATION



— Proposed Site

6.3 VIEWPOINT POSITION 02 - Pacific Highway at Vernon Street

ALIGNMENT OF SURVEYED POINTS



6.4 VIEWPOINT POSITION 02 - Pacific Highway at Vernon Street

ORIGINAL PHOTOGRAPH



6.5 VIEWPOINT POSITION 02 - Pacific Highway at Vernon Street

ORIGINAL PHOTOGRAPH WITH PROPOSED



50mm Lens Crop

- Proposed Development
- 35-61 Harbour Drive - Approved DA

7.1 VIEWPOINT POSITION 03 - Gordon Street and Harbour Drive

VIEWPOINT LOCATION



ALIGNMENT OF SURVEYED POINTS



PHOTOGRAPH DETAILS

File Name: 03_24mm_Middle
Author: Coffs Clarence Surveying & Spatial
Format: CR2
Date: 10 October 2025
Time: 15:36 AEDT
Lens: EF24-70mm f/2.8L II USM
Model: Canon EOS 5D Mark III
Sensor: Full frame
Focal length: 24mm

ORIGINAL PHOTOGRAPH



ORIGINAL PHOTOGRAPH WITH PROPOSED



7.2 VIEWPOINT POSITION 03 - Gordon Street and Harbour Drive

ORIGINAL PHOTOGRAPH WITH EXTENDED TOP TO CAPTURE FULL EXTENT OF PROPOSED



ORIGINAL PHOTOGRAPH WITH PROPOSED WITH EXTENDED TOP TO CAPTURE FULL EXTENT OF PROPOSED



Proposed Development
35-61 Harbour Drive - Approved DA

7.3 VIEWPOINT POSITION 03 - Gordon Street and Harbour Drive

VIEWPOINT LOCATION



— Proposed Site

7.4 VIEWPOINT POSITION 03 - Gordon Street and Harbour Drive

ALIGNMENT OF SURVEYED POINTS



7.5 VIEWPOINT POSITION 03 - Gordon Street and Harbour Drive

ORIGINAL PHOTOGRAPH



7.6 VIEWPOINT POSITION 03 - Gordon Street and Harbour Drive

ORIGINAL PHOTOGRAPH WITH PROPOSED



Proposed Development
35-61 Harbour Drive - Approved DA

7.7 VIEWPOINT POSITION 03 - Gordon Street and Harbour Drive

ORIGINAL PHOTOGRAPH WITH EXTENDED TOP TO CAPTURE FULL EXTENT OF PROPOSED



7.8 VIEWPOINT POSITION 03 - Gordon Street and Harbour Drive

ORIGINAL PHOTOGRAPH WITH PROPOSED WITH EXTENDED TOP TO CAPTURE FULL EXTENT OF PROPOSED



Proposed Development
35-61 Harbour Drive - Approved DA

8.1 VIEWPOINT POSITION 04 - Brelsford Park

VIEWPOINT LOCATION



ALIGNMENT OF SURVEYED POINTS



PHOTOGRAPH DETAILS

File Name: 04_50mm_Right
Author: Coffs Clarence Surveying & Spatial
Format: CR2
Date: 10 October 2025
Time: 15:05 AEDT
Lens: EF24-70mm f/2.8L II USM
Model: Canon EOS 5D Mark III
Sensor: Full frame
Focal length: 50mm

ORIGINAL PHOTOGRAPH



ORIGINAL PHOTOGRAPH WITH PROPOSED



8.2 VIEWPOINT POSITION 04 - Brelsford Park

VIEWPOINT LOCATION



— Proposed Site

8.3 VIEWPOINT POSITION 04 - Brelsford Park

ALIGNMENT OF SURVEYED POINTS



8.4 VIEWPOINT POSITION 04 - Brelsford Park

ORIGINAL PHOTOGRAPH



8.5 VIEWPOINT POSITION 04 - Brelsford Park

ORIGINAL PHOTOGRAPH WITH PROPOSED



Proposed Development
35-61 Harbour Drive - Approved DA

9.1 3D SCENE DATA SOURCES

1 - 3D Model of the Proposed Development - refer to Appendix A

File Name: 90019_CoffsHarbourUnitingChurch_R24-3DView-FBXEXPORT_260122
Author: Cortese Gilder
Format: FBX
Alignment: Aligned to MGA 56 GDA2020 via Appendix C

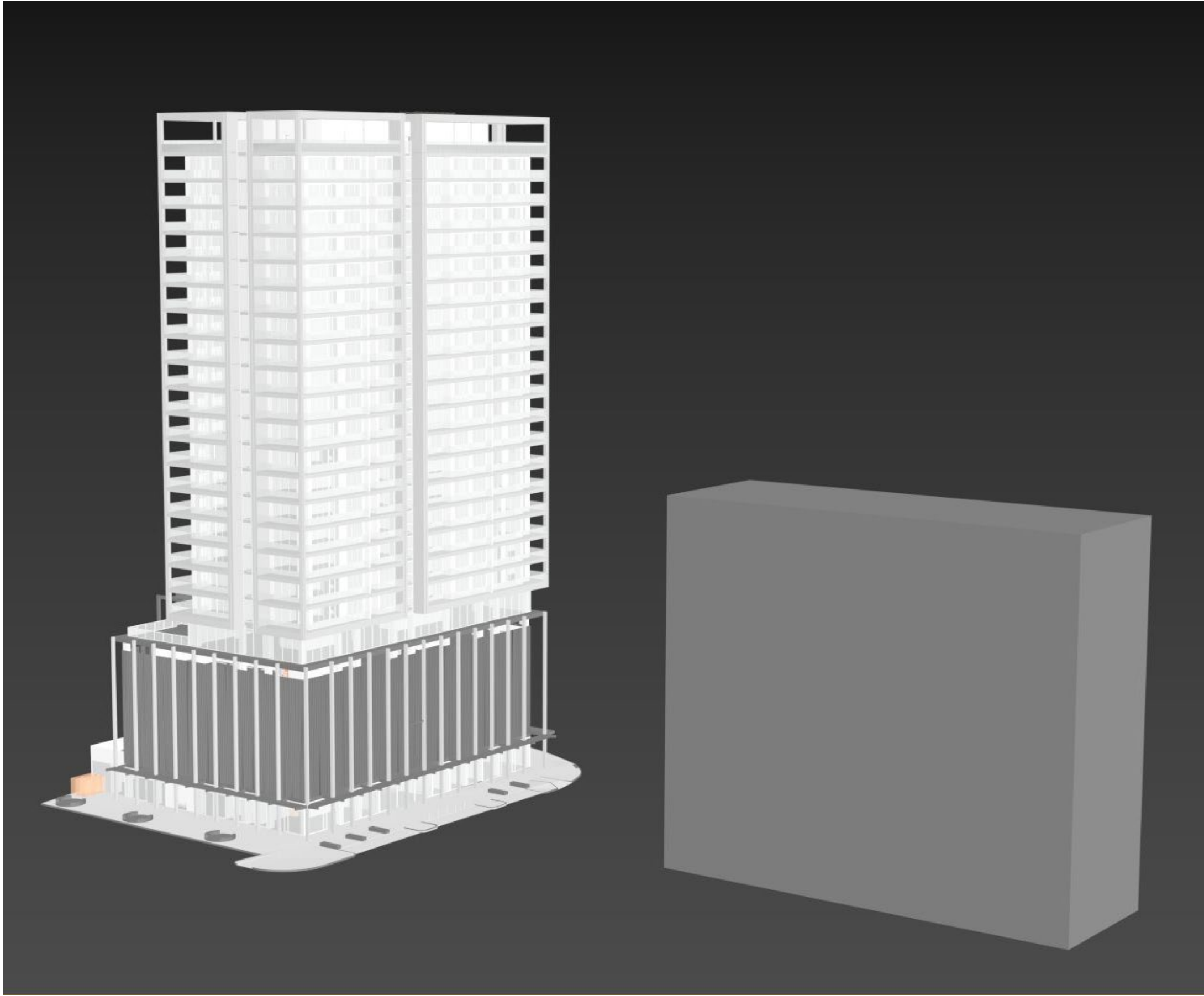
2 - Site Survey - refer to Appendix B for details

File Name: CC25095-D-251010
Author: Coffs Clarence Surveying & Spatial
Format: Autocad DWG
Alignment: MGA 56 GDA2020

3 - Existing Site Survey - refer to Appendix C for details

File Name: 16061 PLAN Rev C
Author: Newnham Karl Weir and Partners Pty Ltd
Format: Autocad DWG
Alignment: MGA 56 GDA2020

9.2 APPENDIX A: 3D MODEL BY CORTESE GILDER



9.3 APPENDIX B: SITE PHOTOGRAPHY SURVEY SUPPLIED BY COFFS CLARENCE SURVEYING & SPATIAL



10 October 2025

Ref: CC25095-SR-241010

Virtual Ideas
Studio 71
61 Marlborough Street
SURRY HILLS NSW 2010

ATTN: Richie Cohen

RE: PHOTO LOCATIONS COFFS HARBOUR CBD

As requested, we have surveyed identified points provided as an attachment in an email provided from Richie Cohen dated 09/10/25. Scope of works being document (19-21 Gordon St VIA - Photo and Survey Brief_091025.pdf).

All coordinates shown hereon are based on MGA 2020, being grid-based. Should a ground-based coordinate system be required please advise.

Height supplied are based on the Australian Height Datum (AHD)

Measurements have been taken via Trimble Total Station and GPS.

Supplied is a cad file (.dwg) of the surveyed points and each selected photo from each site with coordinates surveyed (Appendix A)

Please review the cad file and photos together to ensure we have interpreted your instructions correctly.

A table summarising the points surveyed is below:

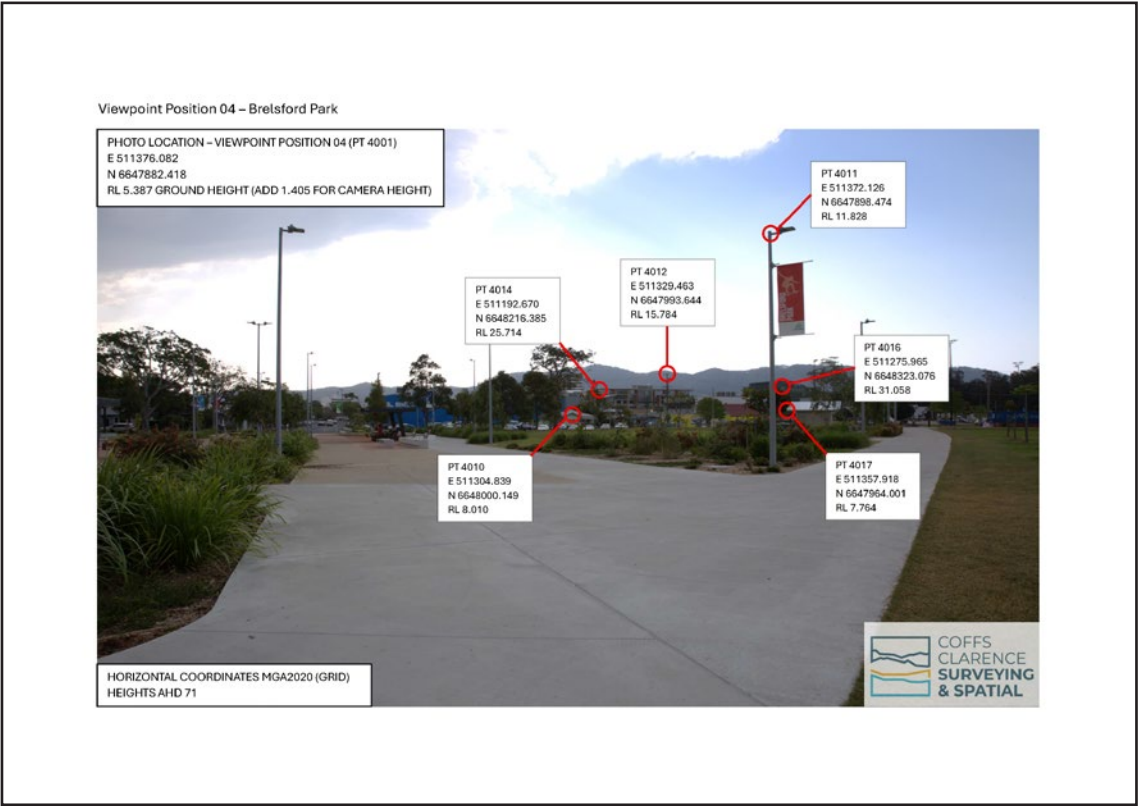
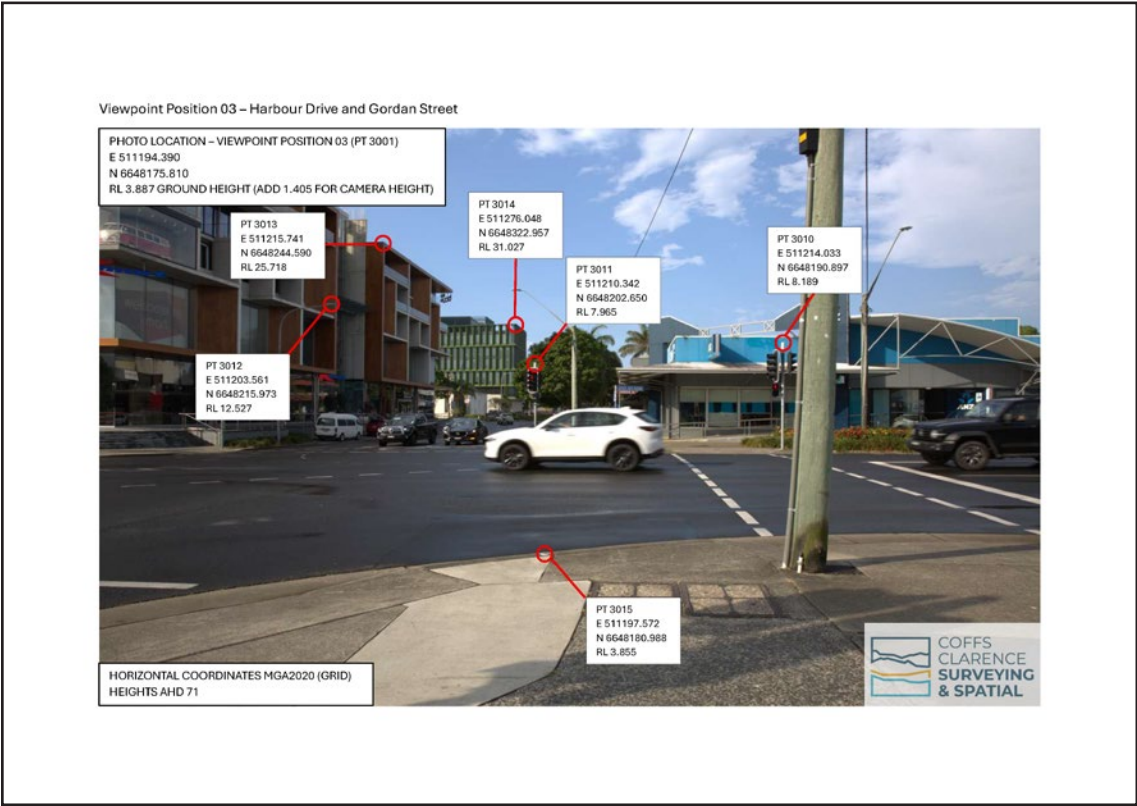
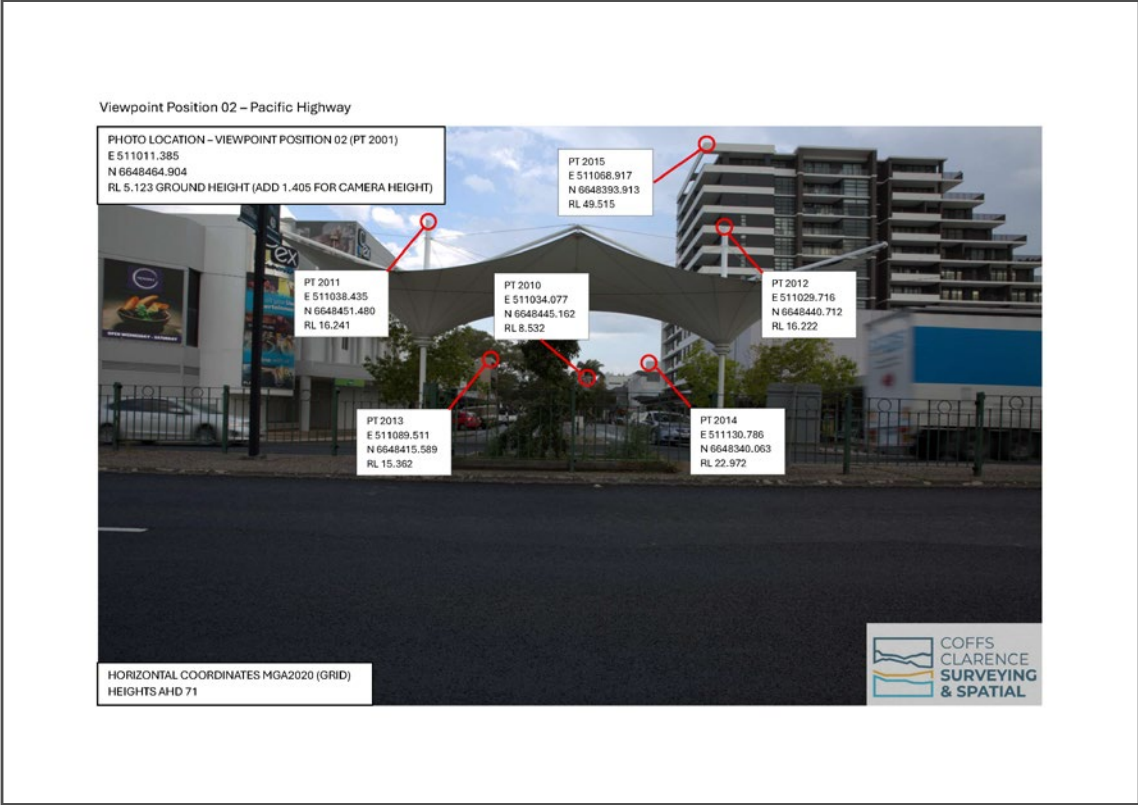
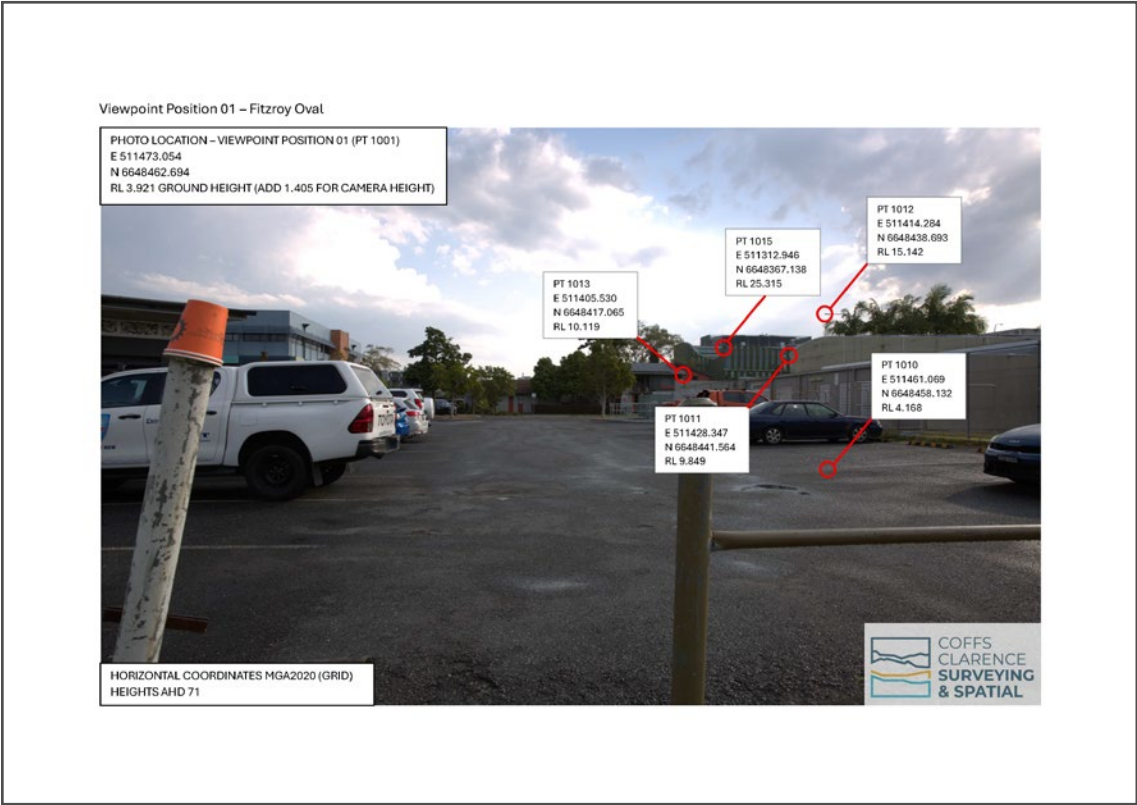
Point Number	Easting	Northing	Reduced Level	Photo Point
View 1	511473.05	6648462.69	3.92 (ground)	FITZROY OVAL CAMERA POSITION AT GROUND LEVEL
1010	511461.07	6648458.13	4.17	PARKING LINE
1011	511428.35	6648441.56	9.85	GUTTER BUILDING
1012	511414.28	6648438.69	15.14	TOP OF LIGHT POST
1013	511405.53	6648417.07	10.12	RED BUILDING NORTH GUTTER
1015	511312.95	6648367.14	25.32	GREEN BUILDING CNR
View 2	511011.39	6648464.9	5.12	PACIFIC HIGHWAY CAMERA POSITION AT GROUND LEVEL
2010	511034.08	6648445.16	8.53	SIGN TO PRH CNR
2011	511038.44	6648451.48	16.24	TOP LEFT POLE CENTER
2012	511029.72	6648440.71	16.22	TOP RIGHT POLE CENTER

2013	511089.51	6648415.59	15.36	RSL TOP CNR
2014	511130.79	6648340.06	22.97	WHITE BUILDING TOP CNR
2015	511068.92	6648393.91	49.52	NEW BUILDING TOP CNR
View	511194.39	6648175.81	3.89	HARBOUR DRIVE & GORDON STREET CAMERA POSITION AT GROUND LEVEL
3010	511214.03	6648190.90	8.19	TOP TRAFFIC LIGHTS
3011	511210.34	6648202.65	7.97	TOP TRAFFIC LIGHTS
3012	511203.56	6648215.97	12.53	TOP OF LIGHT CENTER
3013	511215.74	6648244.59	25.72	TOP CNR BCU BUILDING
3014	511276.05	6648322.96	31.03	GREEN BUILDING TOP CNR STH
3015	511197.57	6648180.99	3.86	KERB
View 4	511376.08	6647882.42	5.39	BRELSFORD PARK CAMERA POSITION AT GROUND LEVEL
4010	511304.84	6648000.15	8.01	GREEN HOME TOP ROOF RIDGE
4011	511372.13	6647898.47	11.83	TOP LIGHT POLE RED FLAG
4012	511329.46	6647993.64	15.78	TOP OF POWER POLE
4014	511192.67	6648216.39	25.71	BCU TOP CNR UNDER SIGN STH
4016	511275.97	6648323.08	31.06	GREEN BUILDING CNR STH
4017	511357.92	6647964.00	7.76	WHITE ROOF SHED GUTTER SW CNR

Yours faithfully
COFFS CLARENCE SURVEYING SPATIAL

Alan Wright
Registered Surveyor

9.3 APPENDIX B: SITE PHOTOGRAPHY SURVEY SUPPLIED BY COFFS CLARENCE SURVEYING & SPATIAL



9.4 APPENDIX C: EXISTING SITE SURVEY SUPPLIED BY NEWNHAM KARL WEIR AND PARTNERS PTY LTD

