Visual Impact Assessment

View analysis from Beau Monde Apartments of approved and proposed building massing for 1 Denison St, North Sydney

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 architectural visualisation company, that regularly prepares 3D visualisation media for use in visual impact assessments and planning and development applications.
Our approach to creating view and visual impact media follows the prescribed methodology as established by relevant government planning authorities and is focused on most accurately communicating the proposed design and visual impact of a development.

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 of creating accurate photomontage renderings begins with the creation of an accurate, real-world scale digital 3D model. Site photographs of the relevant view locations are then captured and these camera positions are then surveyed by a surveyor to determine the MGA coordinates. These coordinates are then matched in our 3D model and a virtual camera is set up to align with the real-world camera positions.

By matching the real-world camera lens properties to the camera properties in 3D software and rotating the camera so that surveyed points in the 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 1 Denison St building massing 3D model
   - Created by: Bates Smart Architects
   - Format: Sketchup file

2) Surveyed data (Appendix A)
   - Created by: Frank M Mason & Co. Pty Ltd
   - Format: DWG file

3) Site photography
   - Created by: Virtual Ideas
   - Format: JPEG file

4) Surveyed 3D context North Sydney buildings model
   - Created by: AAM Group
   - Format: .MAX file

5) 100 Mount St building massing 3D model
   - Created by: Bates Smart Architects using approved drawings available within the public domain
   - Format: Sketchup file

METHODOLOGY

Site Photography

Site photography was taken from predetermined positions as instructed by Bates Smart and confirmed by the planner, JBA. The positions were selected to match the camera positions of the previously created view analysis, as submitted to council as Appendix E in the "MP08_0238 - Commercial and Hotel development Berry/Walker Street" in 2009.

All photographs were taken using a Canon EOS 5DS R digital camera, using an EF16-35mm f/4L IS USM 2 lens.

The camera is approximately 1.6m above floor level.

Selection of Camera Lens

For comprehensive visual analysis purposes, the view images have been presented at both 24mm and 50mm camera lens lengths.

The 24mm cmera lens view provides a wider field of view and greater context in which to assess the visual impact.

At 50mm, the field of view is less extensive, however, the amount of view perspective is reduced, which can offer a more accurate perception of distance between the camera and the subject of visual assessment.

The 50mm lens versions also more closely replicate the original computer generated view impact analysis as submitted to council as Appendix E in the "MP08_0238 - Commercial and Hotel development Berry/Walker Street" in 2009.

Please refer to "Appendix B - Camera Lenses for Photomontages" for a more extensive discussion of the camera lens selection.

3D Model

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

METHODOLOGY .

Alignment

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

Renderings of the building with realistic textures and lighting are 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
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.

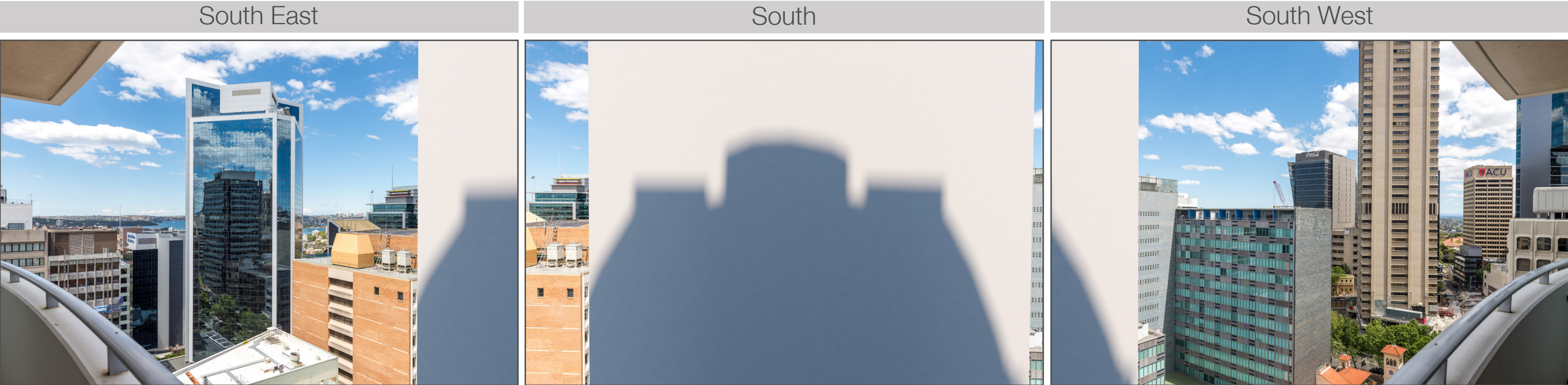1999 - 2001   Project manager for global SAP infrastructure implementation - Ericsson, Sweden

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

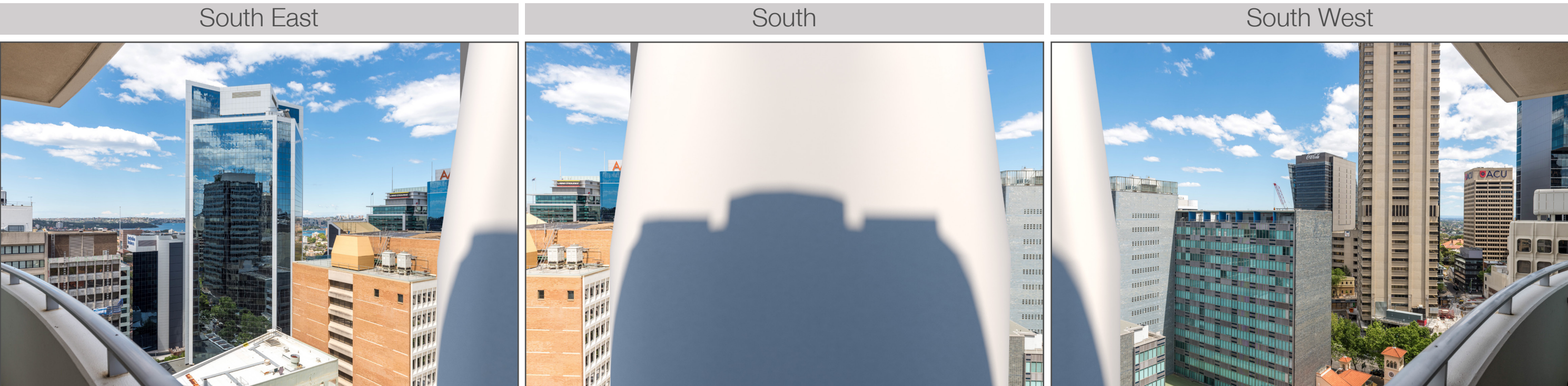1994 - 1999   Architectural Technician, Thomson Adsett Architect, Brisbane QLD.

Relevant Education / Qualifications

1997   Advanced Diploma in Architectural Technology, Southbank TAFE, Brisbane, QLD
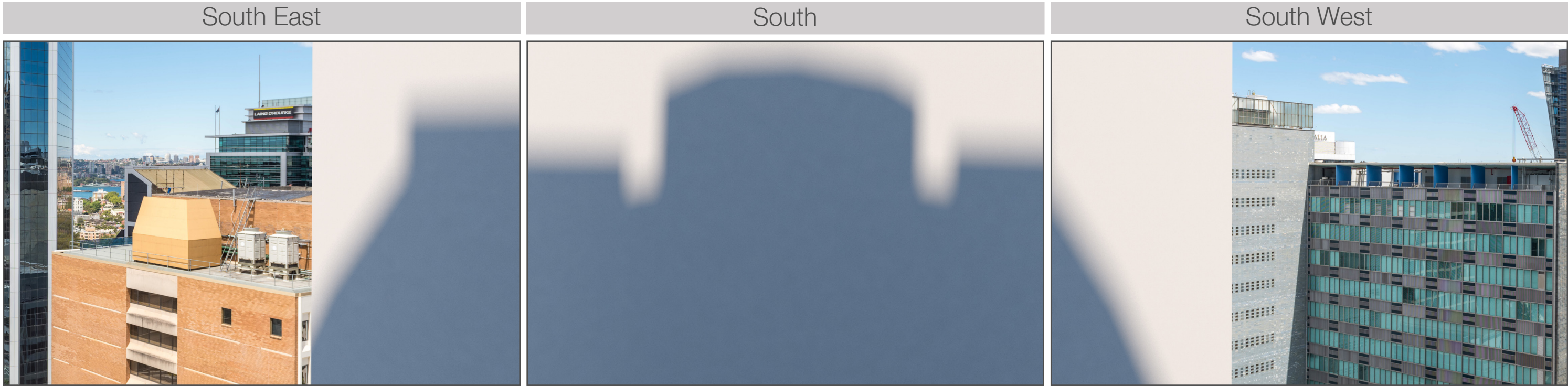
Level 15 - Apartment 1501

(Camera Height RL 112.65)

virtualideas™

Approved - 24mm

South East	South	South West

Proposed - 24mm

South East	South	South West

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Approved - 50mm

South East	South	South West

Proposed - 50mm

South East	South	South West