Visual Impact Assessment

Campbell's Stores, Sydney Harbour

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 new building
   - Created by: Johnson Pilton Walker
   - Format: DWG model

2) Surveyed data (Appendix A)
   - Created by: Scott Deveridge, Director/Registered Land Surveyor|Project Surveyors
   - Format: DWG file

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

METHODOLOGY

Site Photography

Site photography was taken from predetermined positions as instructed by JPW Architects and confirmed by Jennifer Calzini (Urbis). All photographs were taken using a NIKON D810 digital camera, using a 24mm lens. The positions of the photographs were surveyed and then added into the existing site survey.

3D model

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

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 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 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 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 - 2015	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

Key Map - Camera Positions

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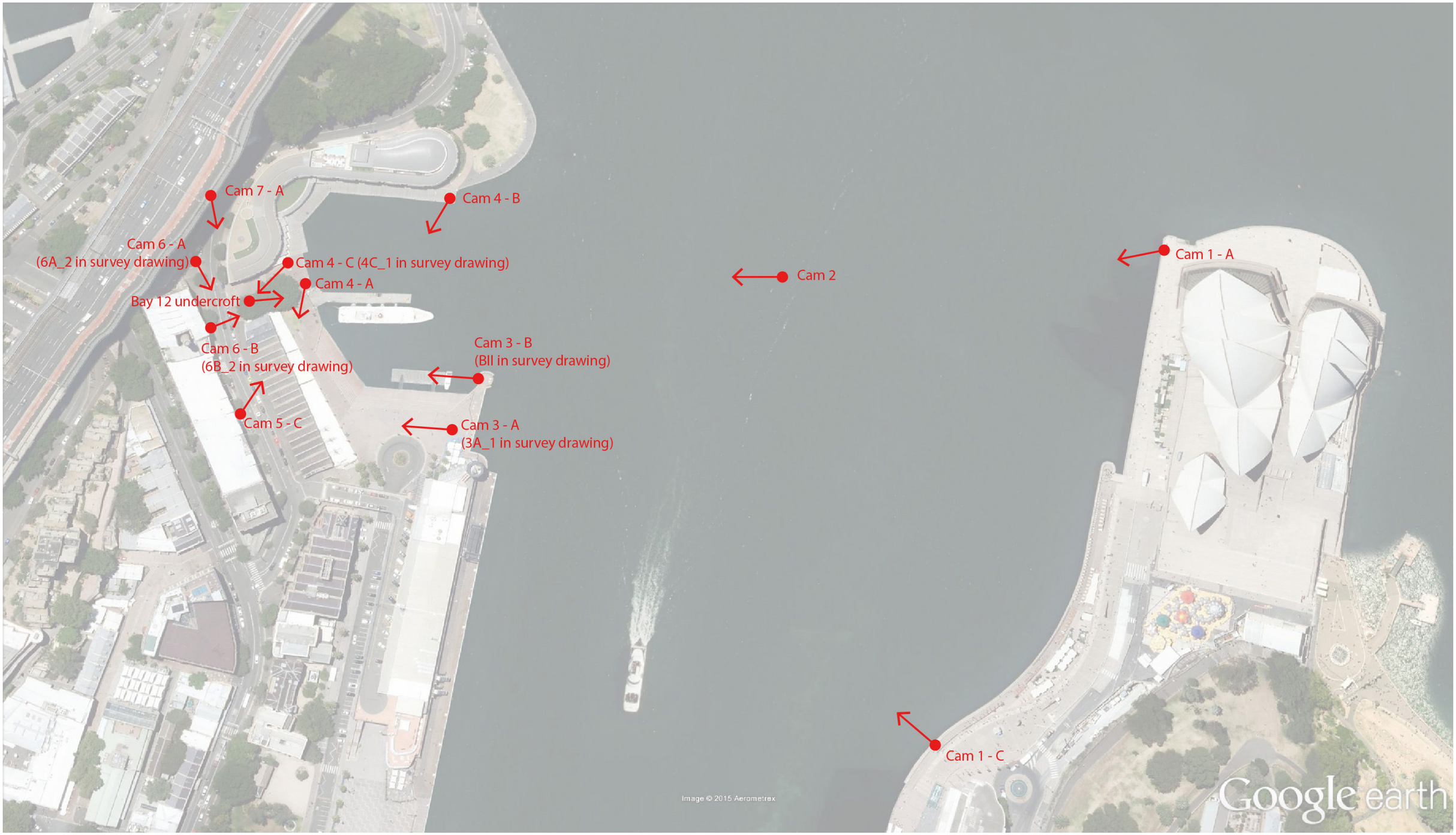


Camera Position 1A - Overview

Original photograph

Photomontage of proposed

Alignment lines

Photomontage with Cropmarks

Camera Position 1A - Photomontage with Cropmarks

Camera Position 1C - Overview

Original photograph

Photomontage of proposed

Alignment lines

Photomontage with Cropmarks

Camera Position 1C - Photomontage with Cropmarks

Camera Position 2 - Overview

Original photograph

Photomontage of proposed

Alignment lines

Photomontage with Cropmarks

Camera Position 2 - Photomontage with Cropmarks

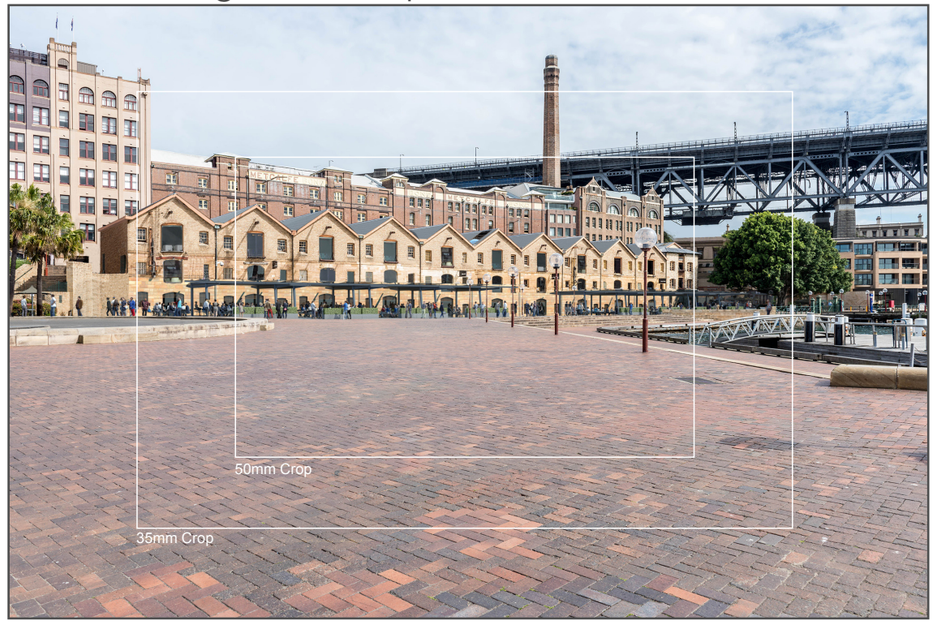
Camera Position 3A - Overview

Original photograph

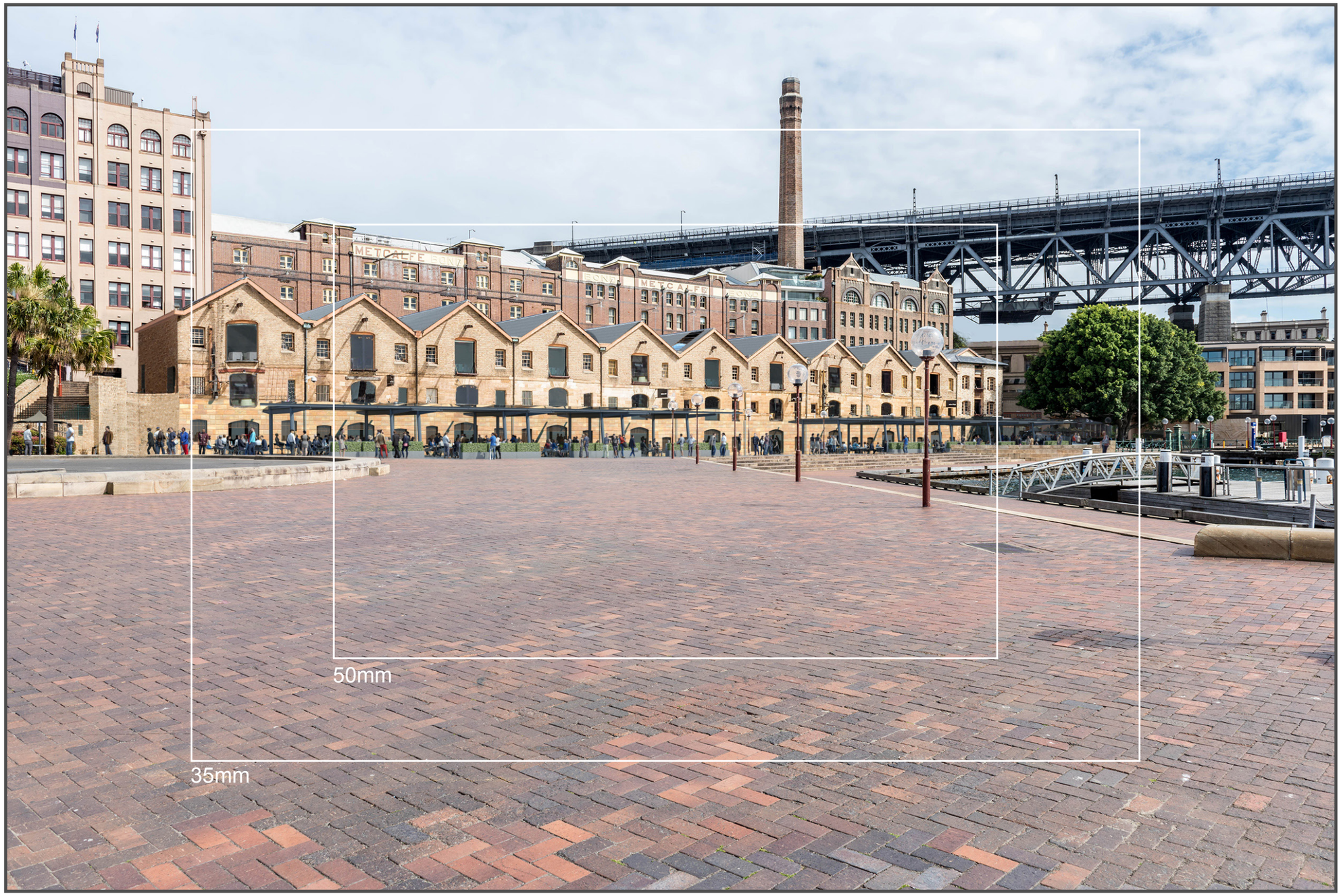
Photomontage of proposed

Alignment lines

Photomontage with Cropmarks



Camera Position 3A - Photomontage with Cropmarks



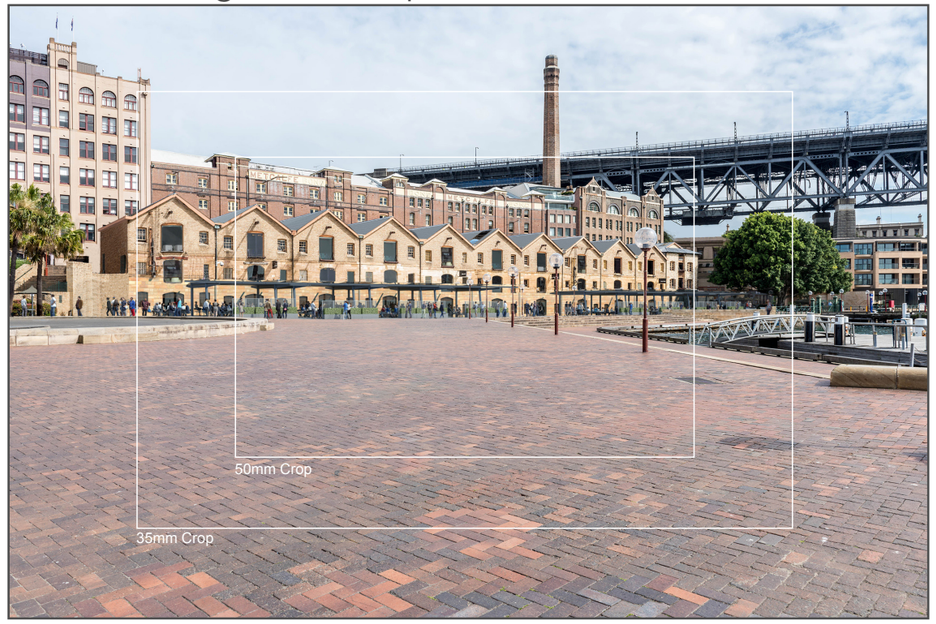
Camera Position 3A Screen Up - Overview

Original photograph

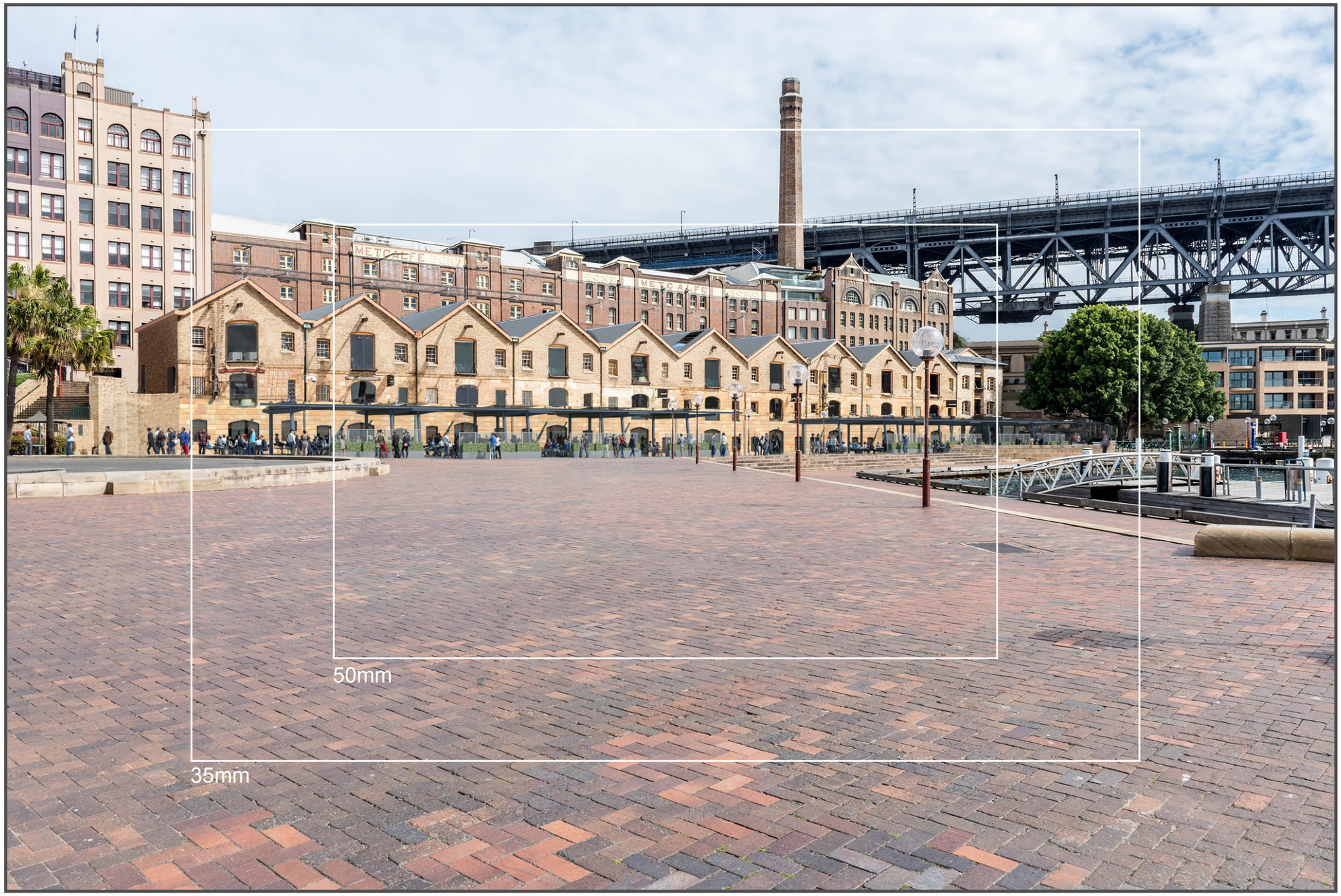
Photomontage of proposed

Alignment lines

Photomontage with Cropmarks



Camera Position 3A Screen Up - Photomontage with Cropmarks



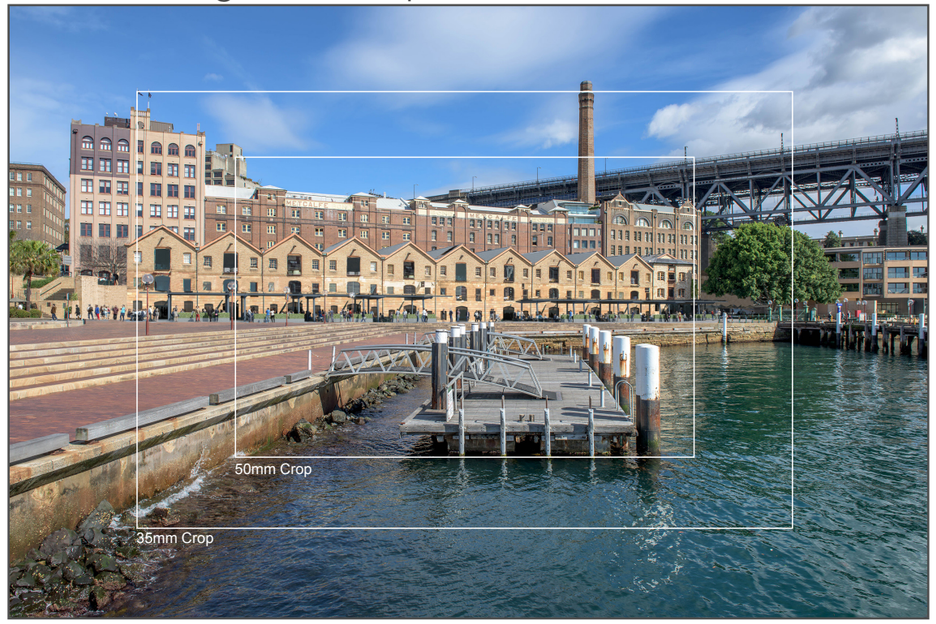
Camera Position 3B - Overview

Original photograph

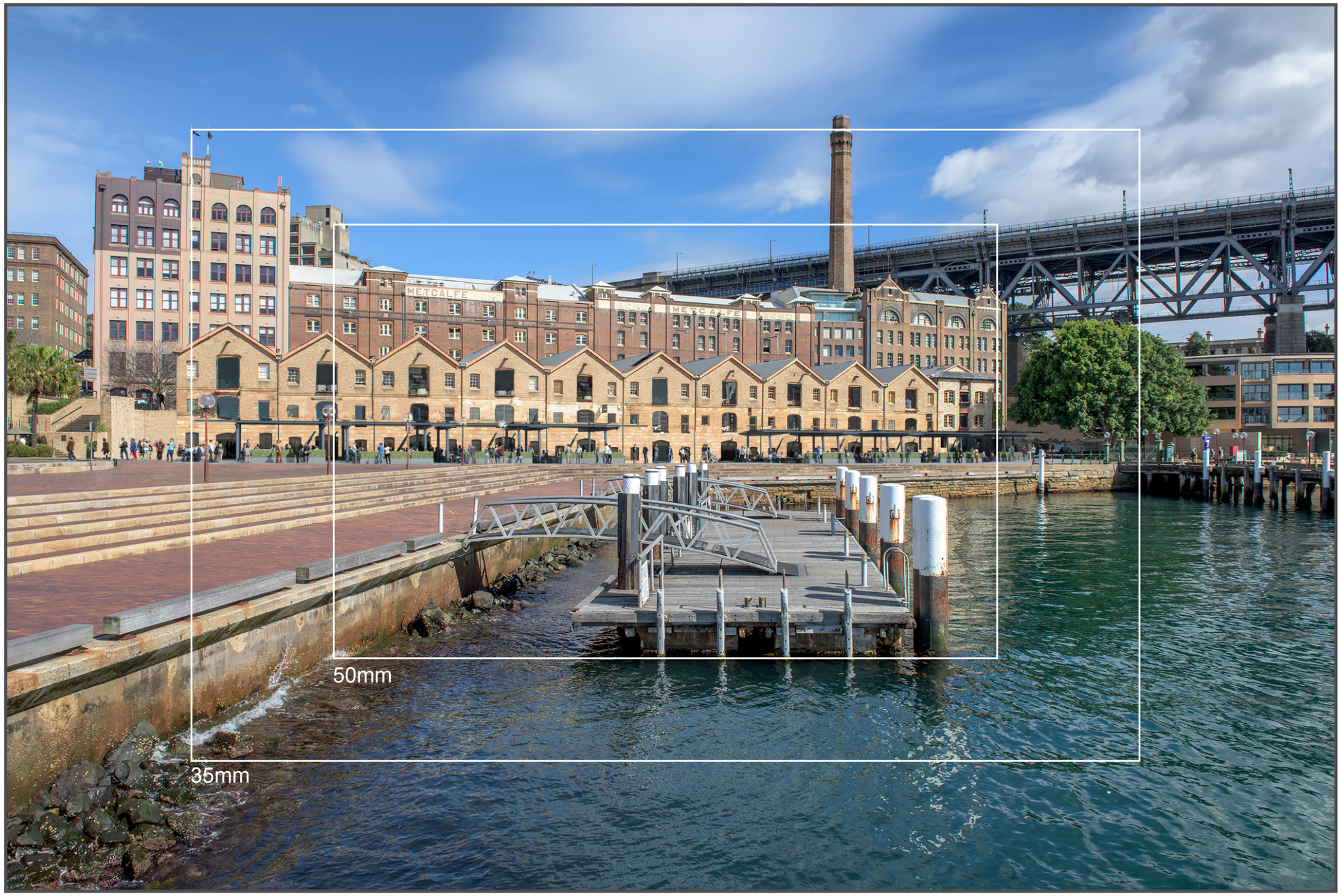
Photomontage of proposed

Alignment lines

Photomontage with Cropmarks



Camera Position 3B - Photomontage with Cropmarks



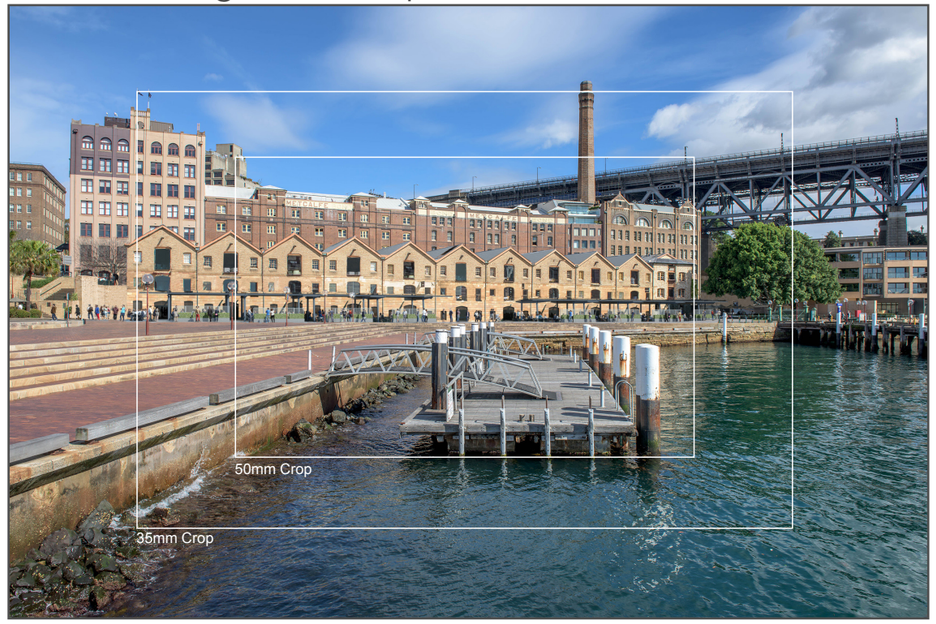
Camera Position 3B Screen Up - Overview

Original photograph

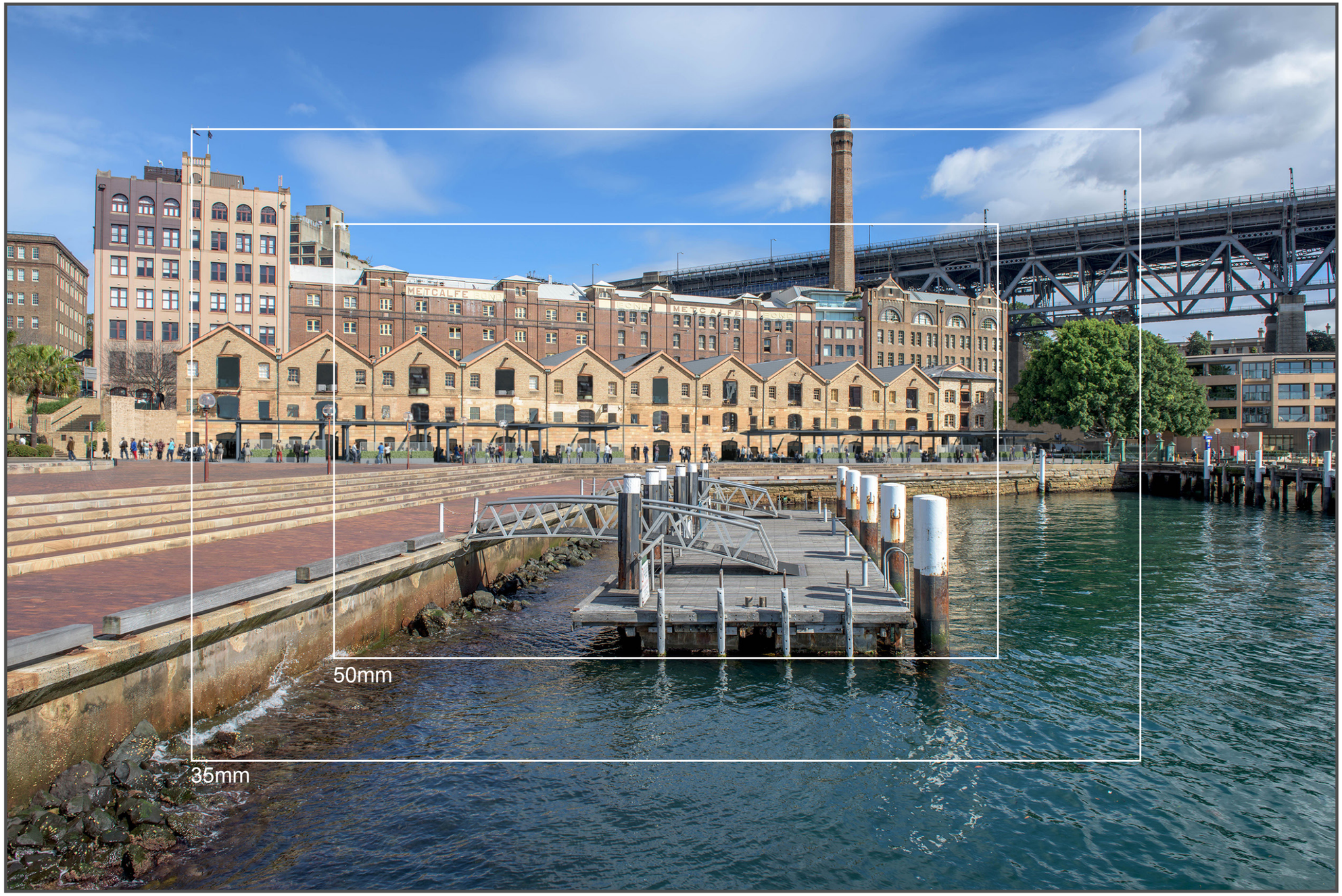
Photomontage of proposed

Alignment lines

Photomontage with Cropmarks



Camera Position 3B Screen Up - Photomontage with Cropmarks



Camera Position 4A - Overview

Original photograph

Photomontage of proposed

Alignment lines

Photomontage with Cropmarks

Camera Position 4A - Photomontage with Cropmarks

Camera Position 4A Screen up - Overview

Original photograph

Photomontage of proposed

Alignment lines

Photomontage with Cropmarks

Camera Position 4A Screen Up - Photomontage with Cropmarks

Camera Position 4B - Overview

Original photograph

Photomontage of proposed

Alignment lines

Photomontage with Cropmarks

Camera Position 4B - Photomontage with Cropmarks

Camera Position 4C - Overview

Original photograph

Photomontage of proposed

Alignment lines

Photomontage with Cropmarks

Camera Position 4C - Photomontage with Cropmarks

Camera Position 4C - with shade on & screen up - Overview

Original photograph

Photomontage of proposed

Alignment lines

Photomontage with Cropmarks

Cam Position 4C with shade on & screen up - Photomontage with Cropmarks

Camera Position 4C - with ‘as approved’ Cove paving - Overview

Original photograph

Photomontage of proposed

Alignment lines

Photomontage with Cropmarks

Position 4C - with ‘as approved’ Cove paving - Photomontage with Cropmarks

Camera Position 5C - Overview

Original photograph

Photomontage of proposed

Alignment lines

Photomontage with Cropmarks

Camera Position 5C - Photomontage with Cropmarks

Camera Position 6A - Overview

Original photograph

Photomontage of proposed

Alignment lines

Photomontage with Cropmarks

Camera Position 6A - Photomontage with Cropmarks

Camera Position 6B - Overview

Original photograph

Photomontage of proposed

Alignment lines

Photomontage with Cropmarks

Camera Position 6B - Photomontage with Cropmarks

Camera Position 7A - Overview

Original photograph

Photomontage of proposed

Alignment lines

Photomontage with Cropmarks

Camera Position 7A - Photomontage with Cropmarks

Camera Position 7A Shade On & Screen Up - Overview

Original photograph

Photomontage of proposed

Alignment lines

Photomontage with Cropmarks

Camera Position 7A Shade On & Screen Up - Photomontage with Cropmarks

Bay 12 Undercroft Image (no photograph possible - indicative view only)

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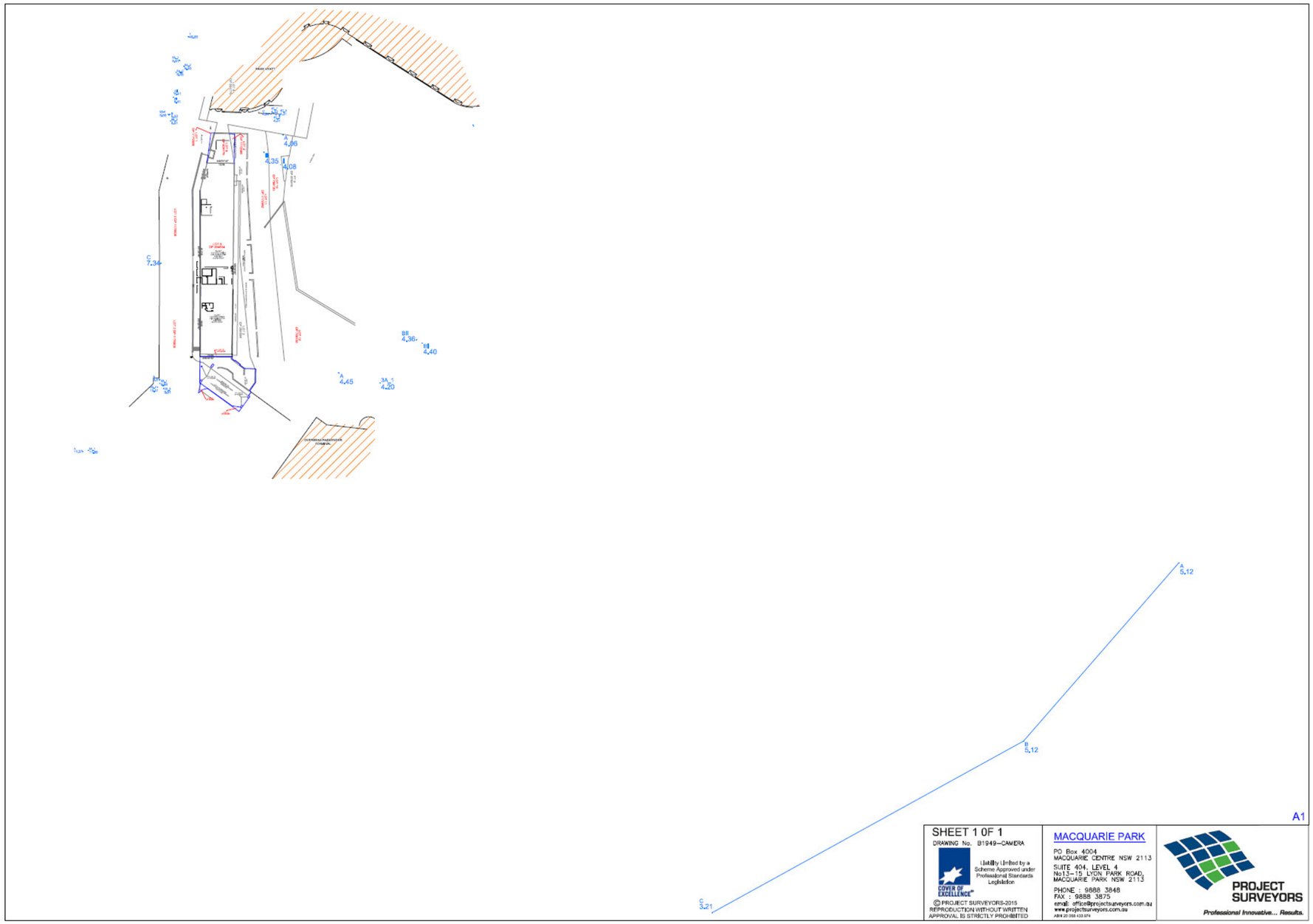
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