vista3d
verified visualisers

☎: 07939 594 309 ✉: rsond@vista3d.co.uk 🖱: www.vista3d.co.uk
Avebury House | 55 Newhall Street, Birmingham B3 3RB

Scentarea

Blythe Park, Cresswell
Stoke-On-Trent
Staffordshire
ST11 9RD

Blythe Business Park, Cresswell

Indicative Visualisations - Document Reference No. V3D 140402

May 2014

Content

1.0 Introduction

1.1. Visual Representation

1.1.1. This document applies current good practice in preparing visualisations of a proposed development at Blythe Business Park, Cresswell. The views identified are from what is considered to be the most sensitive viewpoints.

2.0 Methodology

2.1. Overview

2.1.1. In preparing the visualisations, accurate photography is required, with survey information recorded, and an accurate model of the application parameters prepared. In simple terms, this allows a 'virtual' viewpoint to be constructed that accurately reflects an actual photograph, which in turn allows a rendered image of the proposed development to be accurately superimposed on the existing photograph.

2.2. Photography

2.2.1. In accordance with current guidance, on-site photography records the position (as a grid reference) taken with a fixed 50mm focal length lens attached to a SLR camera. Photographs were recorded at 1.6 metres above ground level to reflect the pedestrian eye height.

2.2.2. In assessing the impact of development on the landscape it is often necessary to record a panoramic view. A panorama made up from planar photographs is not strictly a 'true panorama' due to distortion encountered from the rectilinear projection of the lens. This is best described by looking through the viewfinder as you rotate the camera, the objects near the center get larger as they approach the edge of the frame. Accurate 'stitching software' overcomes this effect by distorting each image into a cylindrical projection before aligning and blending, to reflect as accurately as possible the experience of the human eye. In taking a panoramic photograph it is important to ensure the camera position is set horizontally level.

2.4. Scheme Parameters Modelling

2.4.1. The illustrative Masterplan (our ref: V3D-130101-002) provides a layout that is reflective of how the location of the building could be realised, and is therefore considered to be an acceptable basis for the visualisations. The proposed scheme parameters are modelled using the Building Height Parameters plan (our ref:V3D-130101-003).

2.5. Camera Matching

2.5.1. Having accurately modelled the scheme, a series of computer generated images are taken from the exact viewpoint locations and have cylindrical projection applied before photo-stitching to match the panoramic photographs, thus creating a 'virtual' panorama of the proposed development. With the virtual and photographic images overlaid with each other, common reference points are used to aligned both the virtual and actual images with foreground clipping.

3.0 Location Plan (V3D-130101-001)