Lawn Road

London Borough of Camden

Application reference:

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Proposed development:
Lawn Road NW3
London

Accurate Visual Representation
Verifiable Photomontage Images
Methodology

The Visualiser Ltd
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1.0 Overview

This document has been prepared by The Visualiser Ltd to explain the methodology and practices leading to the final verified view images.

The verified images presented in this document were produced to allow visual assessment of the proposed development of Lawn Road NW3 , London.

Best practice standards for producing accurate visual representation were maintained. Recommendations and reference from the following documents: Landscape Institute Advice Note (January 2011) 'Photography and Photomontage in Landscape and Visual Impact Assessment', and where relevant, London Plan 2011 Implementation Framework (March 2012), London View Management Framework Supplementary Planning Guidance: Appendix C: Accurate Visual Representations, were implemented to provide an impartial, objective and as realistic as possible view of the proposed development with acceptable levels of accuracy, replicability, transparency of process and openness to scrutiny.

The photomontaged verified images show a render, derived from a 3D computerized model of the development, superimposed on photographs from selected viewpoints around the site.

The images are meant to serve as a visual tool by accurately representing the scale, form, massing, proportion and relationship to other structures, skyline and points of interest, thus allowing a better evaluation of the proposed development's visual impact.

Note(citation from Landscape Institute advice note 01/11):
Two-dimensional photographic images and photomontages alone cannot capture or reflect the complexity underlying the visual experience, and should therefore be considered an approximation of the three - dimensional visual experiences that an observer would receive in the field.

This document provides a step-by-step description of how, based on current best practice techniques, The Visualiser produced an accurate representation of the proposed scheme in pictorial form in a transparent, structured and replicable production procedure.

Supporting Statements and evidence of the Surveyor team are to be found in the full version document.

This document also sets out additional information in relation to aspects of the production process such as: viewpoints, photography, Cad (computer aided design) 3d modeling, camera matching methodology and some of the verification that have been carried out to ensure the accuracy of photomontage images.
The responsible parties for the preparation of the verified views set out in the following pages comprise:

Photography:
Nitsan Lehavi
The Visualiser Ltd
Unit 111c, 159 Marlborough Road
London N19 4NF
Tel: 0207 319 9900

Lawn Road , Proposed Building 3D Model by

John Pardey ,
Beck Farm Studio, St. Leonard's Road,
East End, Lymington,
Hampshire, SO41 5SR
T: 01590 626 465

Production of verifiable images

The Visualiser Ltd
Unit 111c, 159 Marlborough Road
London N19 4NF
Tel: 0207 319 9900

Survey of existing anchor points and camera locations

Datum Survey Services Ltd
Brickfield Business Centre
Brickfield House, High Road, Thornwood, Epping
Essex CM16 6TH
Phone: 07977 111935

2.0 Methodology

2.1 Photography

The photographic method used for the baseline photographs i.e, combination of lens, camera format and final presentation of image deployed were chosen to best represent the relevant landscape which includes both the site where the scheme is proposed and its context so that both the proposal's appearance and its place within its environment can be recognized and understood.

Photographic methodology is compliant with Landscape Institute Advice Note (January 2011) 'Photography and Photomontage in Landscape and Visual Impact Assessment', and where relevant, London Plan 2011 Implementation Framework (March 2012), London View Management Framework Supplementary Planning Guidance: Appendix C: Accurate Visual Representations,

Information on the camera, lens, OS grid coordinates for the viewpoint, angle and direction of view, date, time, weather and lighting conditions is included and the horizontal field of view is indicated in each case.

The base photography covered 8 view points selected for visualisation. Base photography was acquired on several dates between the 28th October 2014 and 3rd December 2014 . Each of the views includes the original time in which the baseline image was taken.

All photography was done using a Canon 5d Mark II digital Camera mounted on a Manfrotto tripod.

2.1.1 Viewpoints

Viewpoint locations and views directions were instructed by

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Fairview New Homes Ltd.
50 Lancaster Road, Enfield,
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2.1.2 Perspective

The correct viewing distance, i.e. the distance at which the perspective in the image correctly reconstructs the perspective seen from the point at which the photograph was taken, is calculated for each of the views, thus allowing a close as possible match to the way a human eye will perceive the perspectives.
The viewing distance and the horizontal field of view together determine the overall printed image size. Any print should be accompanied with a recommended viewing distance. However it is accepted that the viewing distance for hand-held photographs and photo-montages should be between 300mm and 500mm (SNH 2006, para 126) as an added measure of accuracy, the exact calculated metric viewing distance for an A3 print (400mm width) for each view in this document according to dimensions of the horizontal field of view is included in Views Table 3.2 of the full document

2.2 Site survey

The site survey was produced a team of certified Surveyors. Between 7-15 anchor points were identified on the each photograph and surveyed. The surveyed points are used as anchors for the precise matching of the 3d model rendering and the baseline photograph.
The methodology statement by the surveying team follows

Survey Brief

We were commissioned to survey and record co-ordinates (Eastings, Northings and Elevation) of known points of detail located within the vicinity of the Site known as Lawn Road NW3 , Camden . The points of detail were to be identified on 8 photographic views provided by The Visualiser Ltd.

Survey Dates
15th December 2014

Survey Equipment

The survey works were undertaken using a Leica TCRA 1205 Total Station instrument, which incorporates long range reflector lens electronic distance measuring equipment together with a Leica GPS SmartRover.

Accuracy

Each individual observation set-up achieved an accuracy of + or – 45mm to Ordnance Survey grid / datum.

Presentation

The survey results were presented in table format as a Microsoft Excel Spreadsheet document and numbered photographs in PDF format.

2.3 3d Modelling

The 3d model of the proposed scheme geometry is based on a 3d Sketchup format model constructed by John Pardey Architects. The model was edited by The Visualiser team to reflect design changes. Its geometry and material schedule conformed to the 3d sketchup model from the scheme's architect John Pardey Architects.
The 3d model was orientated and positioned according to ordnance survey coordinates and height, survey points were added and crossed checked.

2.4 Camera matching photomontage and composition

Photomontages seek to imitate a photograph of the actual scene as modified by the insertion of the proposed development.
Explanatory text is provided to describe the procedure used to fit the rendered image to the underlying photographic view.

The first step includes insertion of the surveyed points into a three dimensional electronic drawing space in 3Dstudio Max (Autodesk) which contains an ordnance survey drawing of the site ,thus establishing the relation between the existing site and the surveyed points. Each of the points is checked against its existing environment description and confirmed.

The survey points are checked for abnormalities and omitted if necessary.

Camera matching is performed by accurately locating the anchor (survey) points on the backdrop of the baseline image corresponding to each view. This process is repeated for each of the selected views. This process is performed with an with close attention to detail and the highest possible accuracy.

The horizon line is calculated and marked on the Baseline photographs. Camera matching process is performed again and the horizon line is checked against the backdrop. The matched camera location, view direction and lens are checked against the real camera that was used for the photography.

Once camera matching has been achieved and additional checks have confirmed the accuracy of the 3d electronic space coordinates, the 3d scheme model is rendered onto the back plate photograph using 3d studio max.
To increase accuracy and minimize distortions , in certain visuals, an additional camera match was performed, as an added measure, using a 50mm lens section of the original baseline photograph.

Lighting conditions are set so as to simulate realistically the conditions in the site when the photography was performed. Sun light position and height settings are set to correspond accurately to the existing photography in terms of time of year, time of day and site location. The scheme model is then rendered against the backdrop of the corresponding baseline photograph for each of the selected viewpoints.

2.5 Post production

Final composition and checks of the match is done in Adobe Photoshop software where the rendered image is composed on its corresponding baseline photograph.

A visual treatment process using Adobe Photoshop follows in order to make the rendered elements portray the scheme as the designer architects have envisioned it as well as creating a visually aesthetic blend with the existing photograph's elements.

The scale and position of the featured scheme are already set and do not change at this stage which is more artistic in nature and requires interpretation from the visualiser who consults closely with the scheme's architects regarding the pictorial interpretation of textures and materials depicted in the rendered scheme.

This stage can include:

1. Bringing forward foreground elements (obscuring the proposed scheme) such as lamp posts, trees, buildings.

2. Colour balancing (contrast, saturation etc') according to lighting and general image conditions.

3. Applying depth of field effects

note: on request of the client some minor visual elements (cars, electric wires, signs) have been retouch to improve the visual realism of proposed scheme.