

MV Imaging Ltd

Mission Statement

MV Imaging Ltd produce realistic-looking photomontages of proposed radio base station installations, to support planning applications, and to facilitate pre-application consultation with local communities.

MV Imaging Ltd works with site acquisition agents across the UK, to interpret planning site drawings and translate them into computer-generated images. Photo imaging gives a realistic and accurate visual representation of the potential impact on the landscape – in effect, a compiled computer generated picture of the finished site that the non-specialist will instantly understand.

The ethos of MVI has always been to show as accurately as possible, the potential appearance of the finished sites, and, as such every effort is made to convey what the site will look like in context (sometimes much to the consternation of the instructing agent) rather than a strictly mechanical view. This is for the benefit of the layman as well as the expert, both of whom can readily visualise the finished article.

We also believe that it is necessary to show the proposed installation as accurately as possible, as not to do this will cause the medium to be accused of misrepresentation and subsequently to be dismissed. This would be a great loss to acquisition Agents and interested parties, to perceive what is proposed.

When on site-visits we will physically measure the heights of objects such as lighting columns and trees that are in the immediate vicinity of the proposed site. This gives us the information to calculate the height of the proposed pole/mast/tower, and the height it will appear in the photomontage.

The camera currently used is of digital form, taking a picture size of 24 megapixels (6000 x 4000 pixels). The lens aperture setting is usually a 35mm equivalent of about 50mm, which is loosely considered comparable to what the human eye sees.

Images are taken from publicly accessible areas such as public roads, or public footpaths, unless otherwise requested, and may include views from which the site will not be visible at all.

These views are intended to show the site as originally designed, and do not take into account any subsequent redesign that may occur pending discussions etc., with local/interested parties, or operational requirements.

Photomontage is becoming increasingly important as a medium to support network deployment, providing information and reassurance to stakeholder groups including individuals and local representative groups, local planning authority officers and members, potential landlords and the local media.

As the number of views for photomontages is usually limited, MVI photographs will be taken from residential areas in preference to a view from a drivers' viewpoint on a road. This is because we consider that the view of a resident is of more concern than a fleeting glimpse from a moving vehicle.

Photomontages are prepared in accordance with Guidelines for Landscape and Visual Impact Assessment.

Third
edition

The Landscape Institute and
Institute of Environmental Management & Assessment
Chapter 6
Assessment of visual effects
And:
Landscape Institute
Advice Note 01/11
Photography and Photomontage in
landscape and visual impact assessment

Regards

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